

CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 11, 1986

a Benn publication

BBC set to go
on air with
advice from
the pharmacy

C&D interviews
Tim Astill: the
NPA and
pharmacy
in the mid-80s

No settlement
likely on profit
and notional
salary this year

Limited list —
Martin-Hamblin
says pharmacy
recommendation
on the increase

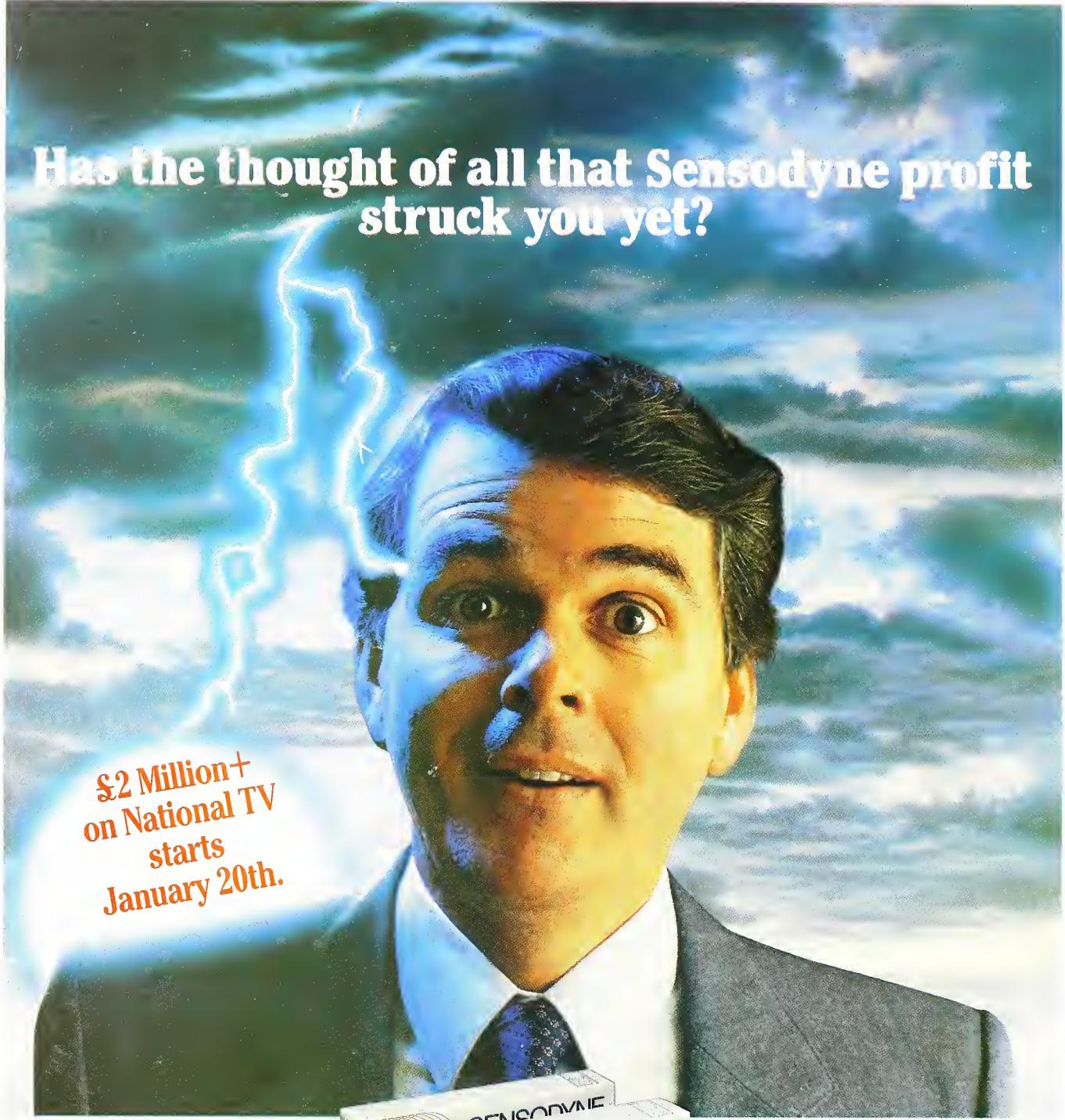
Farley shut-
down continues

Macarthys face
takeover bid:
defences up

You won't come unstuck if you stick to these Simple New Year resolutions.

- 1 I will stock the skin care range that has a £1,000,000 advertising campaign behind it.
- 2 I will stock the skin care range that has a National T.V. campaign, running throughout the year.
- 3 I will stock the skin care range that runs highly successful promotions.
- 4 I will stock the skin care range that has more than doubled its sales over the past five years.
- 5 In short, I will stock the Simple skin care range.





Has the thought of all that Sensodyne profit struck you yet?

**\$2 Million+
on National TV
starts
January 20th.**

It should have.
Our successful TV campaign 'Thunder & Lightning' has helped make Sensodyne Toothpaste the brand leader and No.1 profit maker in chemist outlets.

Now we're spending a massive \$2 Million+ on National TV to bring even more sensitive teeth customers to you.



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TOOTHPASTE**
for sensitive teeth

Think of all that extra profit you can make! The secret of

our success is simple. Sensodyne's unique formula works and nearly every dentist in Britain recommends it.

Order both Fresh Mint and Original Sensodyne now. Ask your representative for details of special terms or contact us direct on Hatfield 61151.

**SENSODYNE TOOTHPASTE
THE BRAND LEADER. THE PROFIT LEADER.**

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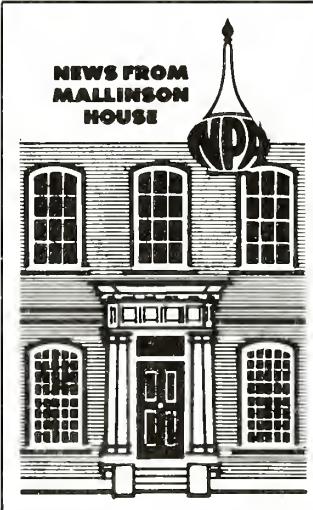
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COMMENT

F Over the next few months *Chemist & Druggist* and the National Pharmaceutical Association will be joining forces to bring NPA members much closer to the work being carried out on their behalf. Although this co-operation is expected to be of mutual benefit, *C&D*'s editorial independence will not be compromised nor will the NPA's autonomy be threatened.

We will look behind the scenes at the way the various departments work on a day to day basis, and in depth at the services offered. The feature on the business aids department headed by John Goulding in our last issue of 1985, "Aids to better business," was the first of the new series. This week (p55) director



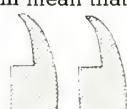
Tim Astill charts the NPA's involvement in the profession's recent development and its intention to remain fully involved

in the future.

As always we aim to bring subscribers NPA news as it happens, but also to give more background information and additional comment from within the organisation.

Chemist & Druggist has appointed pharmacist Liz Hunt as its NPA Reporter and she will have the back up of the editorial team.

Director Tim Astill's New Year message once again is that pharmacy's times are a' changing faster than ever before. The NPA will be at the forefront of those changes and *C&D*'s new commitment to the Association and its members will mean that our readers are in the vanguard of any new initiatives for pharmacy.



BBC to put pharmacy advice on local radio

A pharmacist giving advice and information on a range of minor ailments is to feature in a new series of programmes intended for broadcast on BBC local radio.

The programmes have been made by the programme services unit of BBC local radio at the instigation of the National Pharmaceutical Association, and will be available to all BBC radio stations from next week. Each five minute programme is designed to help listeners learn more about simple ailments and how to cope with them. The subjects covered are: coughs, cold and flu; lice; athlete's foot; constipation; cuts, grazes and bruises; and minor burns.

A doctor or specialist describes the symptoms, and what is happening in the body. NPA Board member Bob Worby then talks about the kind of help and advice that is to be expected from the pharmacy and what OTC treatment is available. Producer, Elizabeth Cretch says the way local radio stations use the material will vary.

Some stations may use the series to inform their listeners, while others may want to follow it up in a discussion with local medical contributor or the NPA spokesman for the area.

NPA press officer, Tanya Turton, has compiled a list of 31 members who are willing to act as spokesmen and transcripts of the tapes will be sent to them shortly. In the latest issue of the *NPA Supplement* Mrs Turton asked for pharmacists to contact the NPA with suggestions for topics of local interest. Within a few days she had

received calls from pharmacists in the Solent and Doncaster areas, who told her of headlice epidemics in their areas. In this situation Mrs Turton says she would contact the local radio station and inform them that a mini-programme on lice would be of particular interest in that area.

Mrs Turton first contacted the BBC in July 1985 with the idea for the broadcasts and it was warmly welcomed by senior executives. She is hoping to interest the BBC in the new involvement between NPA, the Family Planning Association and the Health Education Council. Public service announcements with a pharmacy-type message are also in the pipeline. Mrs Turton described one such broadcast: "An ambulance siren is heard and a woman's tearful voice 'I didn't know my little boy could reach my tablets there.' A voice-over will tell the public how many accidents occur each year with children and drugs, advising them to visit their pharmacy for advice.

Liverpool pharmacist Jeremy Clitheroe, who has been involved for three years with Radio Merseyside's "Helpline" programme, says the nature of the inquiries he receives on an hour-long phone-in show a genuine need for information on medicines.

Recent examples given by Mr Clitheroe include; the difference between Mogadon, nitrazepam and temazepam; Distalgesic tablets and alcohol; is it wrong to take milk with antibiotics; and the long term effects of prednisolone.

Bob Worby and presenter Jenny Walker in the studio at Broadcasting House



Profit and salary — no deal yet

The two issues of notional salary and a new profit formula, which have been referred to the Pharmacy Review Panel by the Pharmaceutical Services Negotiating Committee, are unlikely to be resolved in time to be included in this year's remuneration settlement.

The issues were referred last November, but the Department of Health said the terms of office of the members of the panel had expired, and new appointments needed to be made. PSNC suggested this could wait until the current dispute was settled. The decision was left with the Minister on December 10, and so far no reply has been received.

"There is no way the panel can reach a conclusion by mid-February in time for this year's settlement," Mike Brining, PSNC financial executive, told *C&D*. It is the fourth time the question of profit formula has gone before the Panel. "It is a major issue and we need to get it right," he said.

Any agreement reached this year would have to be applied retrospectively next year, Mr Brining suggested. A further meeting with the Department of Health was due to take place on Thursday.

There are still substantially differing views between the two sides over this year's settlement, it is understood. Actual changes in rates of remuneration are likely to be small. A large proportion of the additional monies will be mopped up with higher on-costs and fees on higher prescription numbers.

However, PSNC is now hopeful of reaching agreement on compensation for dead stock arising from the limited list without having a full scale stock holding inquiry. The question of what to do about discounted drugs after the outlawing of the HD scheme has not yet arisen in negotiations, but is on the PSNC's agenda.

Although a change in the discount rate from April 1 is not ruled out there is no question of a clawback, says Mr Brining. "A change in discount rate would be opposed. We would hope to come up with some alternative," he said.

Following requests from contractors PSNC has produced a list of "blacklisted" preparations. Limited numbers of extra booklets are available on request. The booklet does not contain the white list. Subscribers are referred to *C&D Price List* *blacklist/whitelist* published monthly since April 1, 1984.

Ads push OTC sales up, says pharmacists

Nearly 90 per cent of pharmacists think consumer advertising is important in selling OTC medicines. And 48 per cent would probably stock a brand if an advertising campaign for it was about to be launched.

Television is the source of advertising most frequently recalled, followed by the trade Press, and behind that the consumer Press. The figures come from an attitudinal survey commissioned by Granada TV Ltd among a stratified random sample of 228 pharmacists in the North West.

Just over 70 per cent of pharmacists said that at least half their customers chose their own medication when suffering from common ailments. Customers were seen to be most confident in choosing their own brand of analgesic (57 per cent) followed by laxatives and indigestion remedies (45 per cent). People are unlikely to choose their own cough and cold treatments (12 and 21 per cent), or decongestants.

Heavy consumer advertising was felt by 52 per cent of pharmacists to be the single most important factor to influence a consumer's choice, followed by their own previous experience, and recommendation from various sources.

NPA plans for pharmacy boost

The National Pharmaceutical Association is calling for the active co-operation of members in a new scheme aimed at encouraging more people to go into the pharmacy for general health information.

A letter from the Family Planning Information Service in the December issue of the NPA Supplement describes the

Pharmacist recommendation was felt to be influential by only 4 per cent of pharmacists, while doctor and friend/relatives were seen as important by 7 per cent.

When asked to recommend medication 57 per cent of pharmacists recommend only one brand — it is felt to be more professional. According to the survey those that recommend more than one do so only to give the consumer a choice in terms of price.

The results of the survey form part of an OTC presentation put together by Granada as a result of the limited list, and is aimed at advertising agencies and their clients.

The limited list had affected 90 per cent of the pharmacists surveyed, with over half noticing an increase in OTC sales — 84 per cent (when prompted) had experienced an increase in the number of patients seeking advice on self-medication. Over 40 per cent had noticed an increase in customers asking for brands by name. Over a third of pharmacists had increased the number of OTC brands stocked.

Ninety four per cent of manufacturers whose products feature in the limited list have already changed their marketing policies, pharmacists felt, and most of the changes are welcomed. Increased professional Press advertising had been noted by 84 per cent of pharmacists and welcomed by 34 per cent — 79 per cent had noticed increased TV advertising, and it had been welcomed by 53 per cent.

scheme launched by the FPA, the Health Education Council, the Pharmaceutical Society, the NPA and the Scottish Health Education Group.

Over the next few weeks all community pharmacists will receive a free leaflet stand and leaflets on various aspects of health care in time for the national launch on February 1, which the FPA is hoping will be made by a Secretary of State. The first leaflet is on family planning methods and as back-up pharmacists will be sent a copy of the FPA's Contraceptive Handbook.

New rules for poison penned?

New regulations for dealing with food poisoning outbreaks which will allow Department of Health officials to seize, condemn, and ban foods which are believed to be contaminated, are under review by Government ministers, according to a report in *The Sunday Times*.

At present the promptness of withdrawal from sale is dependent on companies stopping trading voluntarily. The review has attracted attention following the withdrawal of Farley and Marks & Spencer food products over Christmas. Farley's were first informed of the possible link between *Salmonella ealing* infections and their products by the DHSS on December 9, nine days before the withdrawal of the products from the shops.

Deadline for Dalkon claims

A.H. Robins are advising women who have used the Dalkon Shield intra-uterine device that the deadline for damage claims is April 30.

All women who claim they may have been injured by the device or who may be injured in the future, or anyone else who claims they may have been injured due to another person's use of Dalkon Shield must write to Dalkon Shield, PO Box 444, Richmond, Virginia 23023, USA. A judge in a US court has established April 30 as the last date for receipt of claims. Those applying must send their full name and address and a statement that they wish to make a claim. They will be sent a questionnaire which must be returned to the court by July 30 (if non-US residents).

Robins removed the device from the market in 1974 following reports of medical complications. About 90,000 were issued in the UK and it is believed that an unknown number of women may still be using them. Some 20-25 claims from women in Britain have been settled out of court. The product was not marketed through UK pharmacies.

Central drug issues screened

The recent Which? report on pharmacy got another television airing this week in the first of a new series from Central TV.

In "Drugs for All?" Leslie Yeomans of the Consumers Association said that the advice given by pharmacists was not always as good as the profession itself made out. "Pharmacists do not always advise patients to see a doctor if it is necessary, and do not always ask the right number of questions," she said.

Ms Yeomans questioned the profit motive involved in pharmacists' work, and suggested that too often patients were sold remedies for minor illnesses when a simple change in diet or lifestyle was all that was necessary. The programme looked briefly at the work of two pharmacists — Mr Dennis Ogle of Worcester, who provides a range of diagnostic services in addition to dispensing, and Mr Alan Crabbe of Cardiff who is currently undertaking a study into the role of patient record monitoring.

"Drugs for All?" is in six parts, and is shown on ITV on Mondays at 12.30pm.

Farley shutdown goes on: carrier eludes search

Tests at Farley Health Products' factory in Kendal are continuing in an effort to locate the source of *Salmonella ealing* contamination found in dust samples at the factory last week. No milk products returned so far have been found to contain the bacteria and tests on workers have proved negative.

A spokesman for Farley said that employees at the factory were being tested for the third time and the sterilisation procedures were continuing. The company has no idea when production will start again but has given assurance that it will not be resumed until it is certain mothers can buy Farley products in complete confidence.

The bacteria were found in a scraping from a hopper in the factory's central vacuum cleaning system by Farley's own quality control team. This unit has now been stripped down and is being examined by them.

The Department of Health confirmed the number of cases of diarrhoea due to *Salmonella ealing* infection has risen to 50, with 39 of these in babies under one year who had been fed on Oster products. A five-month old boy who died in Manchester's Booth Hall hospital on December 16, from pneumonia and bronchiolitis was also found to have a

Salmonella ealing infection. He had been fed on Oster feed at home and in hospital, although tests on hospital supplies have proved negative.

The DHSS has had difficulty in obtaining packets of the feeds from infected individuals because many had been used up before the infection became apparent.

Tests on external packaging are now being carried out but results are not expected for six weeks.

It is not yet known how many cases of diarrhoea were due to Complan. Many of the adults affected had drunk the baby milk feeds. Last month Complan was relaunched with a £2m budget. A three month national television campaign costing £750,000 scheduled to begin on January 6 has now been postponed.

Reports in the national Press last week that a cow from a herd in the Kendal area, had been slaughtered because of infection with *S. ealing* in April 1985, have been confirmed by the Milk Marketing Board. A spokesman said supplies from the herd ceased to go to Farleys once the infection had been discovered.

Tests at the farm continued throughout the year. The most recent of these was in early December.

"The pasteurisation processes at Farley's is more rigorous than elsewhere, and the contamination appears to have occurred at a point in the process after pasteurisation had taken place," said the Milk Marketing Board.

Demands for the alternative products are still being met with none of the major pharmaceutical wholesalers experiencing problems so far.



The bottom line in pharmacy practice

A pharmacist is helping Warrington Museum get to the bottom of former medical and pharmaceutical practices.

The "Kill or Cure" exhibition (February 28-April 5) uses items from the 8,000-item private collection of Manchester pharmacist W.A. Jackson to take a look at antique medical instruments and remedies. Amputation saws, bloodletting instruments and enema bulbs from Mr Jackson's somewhat macabre collection are featured along with pills from the past and ancient alternative medicines.

Mr Jackson — a collector for 30 years — is well-known to London antique dealers, but even they can't find him an antique cupping set with a scarifactor. Can any C&D readers help?

Innovace Data Sheet updated

Merck, Sharp & Dohme have made a number of changes to the prescribing information for their angiotensin converting enzyme inhibitor Innovace (enalapril).

Clinical experience in over half a million patients has led to a very small number of reports of severe hypotension and renal failure, and also rare instances of angioneurotic oedema. Hypotension occurred mainly in patients on a high dose of diuretic and/or other antihypertensive drugs. Patients reported to have renal failure usually had severe congestive heart failure or underlying renal disease.

The changes have been made to reduce the incidents of such events, which are associated with ACE inhibitors. The Data Sheet changes affect only the

initiation of therapy. The maintenance dose is unchanged.

MSD say experience reinforces the need to assess renal function in patients with hypertension or congestive heart failure before starting therapy. In heart failure, treatment should be initiated with a 2.5mg dose under close supervision in hospital because of the possibility of hypotension. It is also desirable to reduce diuretic treatment in such patients, before therapy begins.

In hypertension in patients under 65 years the initial dose should be reduced to 5mg when given as sole therapy. In hypertensive patients on diuretics, MSD recommend that the diuretic be reduced or discontinued for two to three days if possible.

In patients receiving a diuretic, those who have significant renal impairment and in the elderly, treatment should start at 2.5mg daily. Renal function should be assessed periodically.

Aussie GPs counsel support

Most Australian GPs believe that pharmacists should counsel their customers, says a recent survey in the *Australian Journal of Pharmacy*.

Over 80 per cent of the GP respondents to the survey think medication counselling improves patient compliance and reduces adverse drug reactions and drug wastage. 94 per cent say it is the pharmacist's responsibility to counsel on non-prescription drugs, although this falls to 59 per cent when the drug is prescribable. Doctors don't mind pharmacists treating minor illnesses, and like their involvement in promoting a healthy life style and preventative health care. But they don't want them managing major disease or carrying out diagnostic tests, says the survey.

NPA go on TV...

The National Pharmaceutical Association's "Ask your pharmacist" advertisements will be a feature of TV-Am's "Good Morning Britain" programme during January and February.

Over 30 slots are scheduled for transmission over a seven-week period running to February 18, at times ranging from 6.46am to 9.11am.

...along with Pilkington

Chance Pilkington are to advertise Reactolite Rapide prescription lenses on television later this year.

The £500,000 campaign, believed to be the first television campaign in the UK for prescription lenses, will be backed by Press advertising and POS materials, bringing the total publicity package to £750,000. The 30-second commercial will be screened nationally in April-May.

Chance Pilkington will also be introducing Serene, a prescription lens with high UV protection capacity.

Benzodiazepines MDA control

Regulations bringing benzodiazepines under the control of the Misuse of Drugs Act on April 1 have been published.

A group of 33 benzodiazepines are to become class C Controlled Drugs (attracting the lowest scale of penalties) by being added to Part III of Schedule 2 to the Act. Also to become class C are ethchlorvynol, ethinamate, mazindol, meprobamate, methyprylon, and phentermine.

The Misuse of Drugs Act 1971 (Modification) Order 1985 (SI 1985 No 1995, HMSO £0.80) also adds to Part II of Schedule 2 glutethimide, levetamine, and pentazocine, making them class B.

The main effects will be on record keeping requirements for manufacturers, importers and exporters.

Benzodiazepines will be exempt from the CD restrictions normally affecting pharmacy practice.

C&D price service: The price for Dansac mini cap 30mm (PIP code 176-073) should read £32.20. The correct price will appear in the next *Price List Supplement*.

Christmas cheer Winthrop style

I had a letter in the post just before Christmas — a sort of Xmas cheer, Winthrop style (see *C&D*, January 4, p24). Winthrop, as you may know, was an American millionaire. You may have had the same note yourself although probably you missed it in the rush.

From the Sterling-Winthrop division, it broke the news of a considerable change in marketing policy and was from a division which had been at pains for a long time to show us who were our real friends, ie Winpharm. While I always felt the quality of front was more than a little incongruous, because Sterling Health were marketing OTC Pharmacy products for a profit of only 25 per cent while Winpharm were giving us a better return, there was a valid reason for promoting the sales of Winpharm products.

As far as I was concerned they were effective, priced well in the market place, and gave us a reasonable return for our professional involvement. The additional bonuses, be they free tickets to the Boat Show or a "freebie" pharmacy magazine re-inforced the goodwill. All this appears to be swept away, and we are to lose 5 per cent of the margin as a New Year bonus...

My reading of events is that Mr Hardisty, whom I admired, has been booted upstairs/downstairs...to be replaced by Mr Gorny of Sterling Health, who has managed to get us working for 25 per cent. Work out for yourself what lies ahead.

Tariff matter

I am informed the gentleman responsible for the Drug Tariff and amendments is not too dissatisfied with the job he is doing, and that "he has had some complaints...but fewer than he expected." Letters to Hannibal House please...

Why the delay?

I generally support the Pharmaceutical Services Negotiating Committee since I reckon they are near enough to the sharp end to know what's what. But I cannot understand why they hung about so long before seeking a judicial review of the Government's capacity in law to implement the agreed contract.

Until Mr Hayhoe's advent it was accepted that the Government had the required power. Our wonderment at the

final baulking by the new Minister is reflected, I am glad to see, by the editor of the *Family Practitioner Services* journal (last week, p4) who describes the situation as a "mess." I couldn't agree more.

The uncertainty about planning our future, even in day-to-day terms, is appalling, especially as many of us have the added threat of potential pre-legislation leapfroggers making covert inquiries for premises near our businesses.

Cyclizine... I confess

I regret to admit I did not read the *Pharmaceutical Journal* of December 14. Would you believe I was busy, and at night, tired?

We have had a full year in my family, with practically every evening for the weeks preceding Christmas taken up by various functions.

The *Mail on Sunday*, however, berates pharmacy in general for a lack of supervision of the sales of cyclizine over-the-counter, claiming it to be widely used by abusers. It may well be, but in my pharmacy all the sales are supervised — as far as I am concerned there is no problem. But while the *Journal* should be read by every pharmacist there have to be times like this when it is not. If a problem is really serious, a directive from the DHSS would appear to be the most positive method for prompt response, or maybe a message via the early warning systems which some areas operate?

All Feldene?

Nasty thing to find a photostat of the *Observer* article headlined "77 patients die," sitting on my bench when I returned from lunch the other day (last week, p5). One of my patients came in shortly afterwards with his Feldene asking me to credit him and to supply something safer. Perhaps his reaction was understandable.

I had to point out that considerable numbers of patients who take the product are getting benefits which perhaps they had not had previously, so the matter had to be seen in a reasonably balanced way. I have just had a patient who took only 16 aspirins over a two-day period taken to hospital for a blood transfusion due to stomach bleeding, so certainly the matter needs keeping in mind.

Do we tell the patients to take Feldene with a glass of milk, or an antacid or during a meal from now on? A bit more direct advice from the makers would be appreciated, don't you think?

Cymalon gets £3/4m support

Cymalon is to receive £3/4m television advertising support in 1986. An initial campaign on TV-am will run from February 3 until the end of April with a second burst of the 30-second commercial starting on June 30 and continuing until the end of the Summer. Sterling-Health estimate the advertisements will reach 60 per cent of women.

Below the line activity will also be a feature for 1986. Counter assistants at a large number of pharmacies will be offered a total package of six gifts at bi-monthly intervals by Sterling Health representatives. Pharmacists will also be supplied with Cymalon information packs as part of a pharmacy advice compendium which is currently being distributed. The Cymalon information service will also continue to be promoted to the consumer through the Press and other media.

Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.

Mentholatum's cold comfort

Mentholatum are introducing a cold relief kit comprising a jar of balm and an inhaler (£1.35).

The kits are packed in a counter display unit holding 72 packs (£10.14 trade). *The Mentholatum Co Ltd, Longfield Road, Tywford, Berks RG10 9AT.*

Vitalia go downtown

Vitalia are advertising Germaix on Ulster television for one month. The product is also being advertised on Radio Downtown until the beginning of February. *Vitalia Ltd, 8 Eden Hall Close, Hemel Hempstead, Herts HP2 4ND.*

Wellcome push

Wellcome are giving their Actifed Compound Linctus another push with further five-week national burst of their television commercial, running until February 17. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*



Beecham Proprietary Medicines are introducing a new display unit this month for Beecham powders capsules. The unit incorporates both pack sizes. A £900,000 advertising campaign is currently running for the cold remedy, sales of which increased by 60 per cent during the last seven months of 1985. *Beecham Proprietaries Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Sales and distribution for Skintex medicinal cream and Lloyd's Euxesis shaving cream are now handled by Sestri (Sales) Ltd, 44 Kingsend, Ruislip, Middlesex HA4 7DA.

Nutrition: new addition

Food Supplement Co are introducing a magnesium and vitamin B₆ tablet (30 £1.55) to their range of nutritional supplements. Magnesium is essential for effective nerve and muscle functioning, and can also aid in fighting depression, says FSC. Vitamin B₆ is known to raise magnesium levels in the body, the company says.

The tablets contain 100mg magnesium; 50mg vitamin B₆; 1mg calcium and 5mg phosphorus. A dosage of one tablet three times a day provides the National Research Council's recommended adult daily intake of 300-400mg of magnesium. *Food Supplement Co Ltd, Seymour House, South Street, Godalming, Surrey.*

Herbal flavour from Halls

A new flavour of Halls mentholypus cough sweets is introduced this week. The herbal flavour variant comes in outers of 36 (rsp £0.20) in line with the rest of the range. *Hall Brothers Ltd, Dumers Lane, Radcliffe, Manchester M26 9QT.*

SCRIPT SPECIALITIES

Paxalgesic tablets

Manufacturer M.A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10 7UW

Description Biconvex, white round tablets each containing dextropropoxyphene hydrochloride BP 32.5mg and paracetamol BP 325mg
Uses Relief of mild to moderate pain
Dosage Adults only Two tablets three to four times daily. This should not be exceeded in normal circumstances.

Elderly Treatment should be started with half the normal dose, particularly if renal or hepatic function is impaired
Contraindications, warnings As for other co-proxamol tablets

Side effects As for other co-proxamol tablets

Packs Cartons containing 100 tablets in blister strips (£1.84, basic NHS)

Supply restrictions Prescription only
Issued January 1986

The Multiload Cu250 Short intra-uterine device is now available on the Drug Tariff (£5.50 basic NHS) in England and Wales. *Organon Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.*

Serophene tablets are now available in a pack of ten tablets (£4.12 basic NHS). Serono say the new pack, which contains two blisters of five clomiphene BP 50mg tablets, offers greater convenience. *Serono Laboratories (UK) Ltd, 2 Tewin Court, Welwyn Garden City, Herts AL7 1AU.*

Maalox suspension is now available in a 500ml plastic bottle (£1.90 trade). The new pack replaces the 300ml glass bottle. Rorer say cost savings from increased demand have been passed on in the price of the new size.

The unit dose sachets remain available. *Rorer Pharmaceuticals Ltd, Stepfield, Witham, Essex CM8 3AG.*

Robinson's put juices in bricks

Robinson's Baby Foods are relaunching their pure baby juices in 250ml tetrabricks, to retail at £0.31.

The range consists of two of the original varieties (which have been reformulated to reduce acidity and increase natural sweetness); apple and orange, and apple, and cherry; the two new variants are apple plum and orange, and apple and blackcurrant.

The juices are blended from low acid fruit juices, contain no added sugar and are fortified to provide the recommended



daily amount of vitamin C in 125ml. They contain no preservatives, artificial colourings or sweeteners.

Robinson's pioneered the pure juice market in 1982, but have since faced competition from Cow & Gate. Pure juices now account for 50 per cent volume (40 per cent sterling) of the £12.2m total baby drinks market.

Running into trouble?

"Unmentionable" products could be big money-spinners for pharmacists in the future — if incontinence aids suppliers can solve their marketing problems.

A recent ERC Statistics International report says there is enormous potential for growth in incontinence aids. Up to 15 million people in the EEC are incontinent and only 8 per cent are institutionalised. So the market is moving from bed pans for institutions to the community/pharmacy market and body worn aids.

But the public regard incontinence as "unmentionable," which causes marketing problems. Among the female respondents to a *Woman* survey quoted in the report, 74 per cent needed some extra protection against incontinence but only 12 per cent used proper aids. One in three would not tell their husband of their condition and one in four would not tell their doctor.

The opportunity for further growth is enormous, according to product manager Deborah Wilson. Consumer penetration is still relatively low. The proportion of mothers buying juices is rising rapidly but only stands at 21 per cent.

The new cartons are flashed to indicate they offer better value for money and contain twice as much juice as the 125ml bottles. Packs have a shelf life of nine months and are expiry dated. The product can be frozen for 24 hours once opened. The juice should be diluted for babies under three months — artificially softened water should not be used.

Support for the relaunch will continue throughout 1986, with two million free samples going through baby clinics, and free trial vouchers in Robinson's *Early Days* magazine for mothers (circulation 270,000).

Consumer advertising starts in March with "10p off" coupons in *Mother and Baby* and some women's magazines. Further promotional activity will take place later in the year.

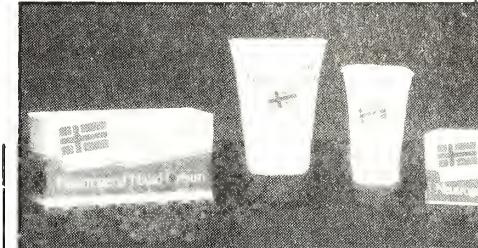
Consumer research showed that mothers liked the unbreakable container, a lighter pack and larger quantity and improved value for money, say Robinson's.

"By moving to boxes we quite clearly position the juices for use at meal times. We felt we should take a strong ethical stance and stop all bottle production so as not to encourage the feeding of juices via a feeding bottle," says Deborah Wilson. *Colmans of Norwich, Carrow, Norwich NR1 2DD.*

"Generic" leaflets provided by manufacturers through pharmacies are the only information many sufferers receive, the report notes. And it criticises Western European Governments for not allocating enough medical resources for research and information dissemination. In the UK aids are not available on prescription and are subject to a 15 per cent "luxury" VAT.

Tailoring products to the needs of both users and retailers is a priority in manufacturers' plans. There will be greater emphasis on design and the need for discretion, with urine masking substance's impregnation. And superabsorbents will be used to reduce the shelf space needed and encourage retailers to stock the aids. The current future market for adult diapers in Europe, £3,500. *ERC Statistics International, Lynton House, Tavistock, London WC1.*

The Doom range of insecticides is now distributed to pharmacies by *Pharmagen Ltd, Church Road, Birmingham B42 2LD.*



Neutrogena go for Norwegian

Neutrogena are spending £200,000 on supporting Norwegian formula hand cream — increasing previous spending levels fivefold.

The activity will centre on a national press campaign — adverts will appear in women's magazines including *Nursing Times & Mirror*. A sampling campaign will also run in conjunction with the advertising and will continue through to June.

A special pre-pack will be available from LRC and major wholesalers "providing additional profits over and above the usual margins," says the company. The pack comprises 12 (28g) tubes and six (56g) tubes, in a display unit with consumer leaflets. Distributed by *LRC Products Ltd, North Circular Road, London EC4 8QA.*

February's Vantage offers

Vantage "top ten" offers for February are: Cosifits all-in-ones; Cream Silk conditioner banded pack; Colgate dental cream; Empathy shampoo and conditioner; Dr Whites Panty Pads; Gillette Blue II; Harmony hairspray; Mum quick dry/ultra dry; Progress modified milk drink and Vaseline petroleum jelly.

Vantage own shop brand offers are concentrated blackcurrant drink; sparkling glucose drink; toilet tissue, and household kitchen towels. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Nut Roast from Granose

Nut Roast is the first of the "ready meals in trays" range to be launched by Granose in 1986.

A 300g pack containing peanuts, oatflour, gluten flour, onion, hydrolysed vegetable protein, onion salt, peppers and mixed herbs with no artificial colouring or flavouring serves four and retails at £1.03. *Granose Foods Ltd, Stanborough Park, Watford.*

Added lustre for Beecham

A ginseng variant is being introduced to Beecham Toiletries' Silvikrin shampoo and lotion conditioner ranges.

Promotion sizes for the shampoo of 150ml and 240ml are flashed with "20 per cent extra free" and retail at the regular 125ml (£0.65) and 200ml (£0.89) prices. A 187.5ml size conditioner, flashed with "25 per cent extra free," retails at the normal 150ml price (£0.99), and carries the message "Silvikrin ginseng conditioner: restores natural lustre." Beecham



Proprietaries — Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Robins lose their tampers

A.H. Robins are phasing in tamper-evident packs of Chapstick lip balm over the next few months.

The company say that the move follows guidelines from the Proprietary Association of Great Britain to encourage manufacturers of OTC medicines to protect their products from the activities of



fanatical pressure groups. The production of Chapstick now involves a new process, producing a sleeve over the product continuing up to the cap, so a seal needs to be broken prior to use. Tubes produced in this way will also be barcoded. A.H. Robins Co Ltd, Langhurst, Horsham, West Sussex RH13 5QP.

Flashy start to '86 for Fuji

Fuji are introducing two new cameras for 1986 — a beginners 35mm with built-in flash and a DX-interactive auto focus 35mm compact.

The Fuji Flash S2 (£39.95) features simple zone focusing and hands-off

exposure adjustment (linked to film speed setting). The camera, which takes 135 roll film, features a 34mm f/4.5 lens and has a fixed 1/100 sec shutter speed. It has a built-in flash and a built-in lens cover, with a shutter lock preventing accidental release.

The DL-30 (£69.95) has drop-in loading of 135 roll film, auto exposure, active auto focus, auto film speed setting, programmed electronic shutter, and built-in flash. When DX-coded film is used the film speed setting is completely automatic. The shutter has speeds ranging from 1/64 to 1/360 seconds and the camera has a 35mm f/4 lens. The DL-30 compact also has a built-in lens cover with shutter lock. Fujimex Ltd, division of Hanimex (UK) Ltd, Faraday Road, Dorcan, Swindon, Wilts SN3 5HW.

Davina gain more weight

Davina Sport & Fitness have extended the range of flavours of their Weight Gain and Weight Loss products.

Both products are now available in strawberry, vanilla and carob (chocolate) flavours. Davina Sport & Fitness, 1 Cambridge Court, Cambridge Street, Sheffield S1 4HN.

Lemon loos

Vychem have extended their Loo Guard toilet bowl cleaner range with the addition of a lemon variant.

Like the existing rose and pine products Loo Guard lemon fragrance will be available with plastic dispenser basket, shrink wrapped in dozens, and also in refill form in outers of 24. Vychem Ltd, 194 Stanley Green Road, Poole, Dorset.

Hair care roots in innovation

During 1980-84, the growth of the market throughout Europe has been stimulated by more frequent hair washing and by innovative ideas from the leading manufacturers, mainly in the setting agents sector, say ERC Statistics in their study "New Directions in the European Haircare Market." In retail sales, the largest market for hair care products is France, followed by Germany and the UK. Average growth of the European haircare market from 1980-84 has been 50.4 per cent.

According to the survey, the trend towards larger pack sizes has led to more consumers treating shampoo and conditioners as a "grocery basket" product from food outlets, particularly supermarkets and hypermarkets. But colorants and home perms are still generally purchased in specialist outlets, where advice from sales assistants can be more easily sought. Pharmacies and perfumeries are also losing share to discount drugstores, say ERC, notably in the UK and the Netherlands, because these outlets are able to offer a good selection of products at competitive prices.

Sectors which have shown the highest level of growth are setting/styling agents in Italy and the UK. This is due to the boom in sales of mousses and gels.

The introduction of anti-dandruff products boosted sales of treatment shampoos and led to high promotional activity for shampoos in general which benefitted the market growth. But the trend which has had the greatest effect on shampoo sales is the tendency to wash hair increasingly often, more sports participation, different fashions and urban pollution.

Styling mousses and brilliantine-type products — better known as gels — have experienced a boom in sales, but manufacturers believe that gels will only be popular while "wet look" styles are fashionable. They are much less versatile than styling mousses and have a less general appeal.

Dual purpose products for wet and dry hair, are seen as a notable addition to an increasingly saturated mousse market. And more experimentation is needed, they conclude, along with strong brand differentiation. *Hair Care — New Directions in the European Market* (£2,950). ERC Statistics International Ltd, Lynton House, Tavistock Square, London WC1H 9PU.

Feed baby Free

To celebrate our Centenary Year we're launching our biggest Baby Food promotion ever!

- * 5 FREE CANS/JARS NOW . . .

- * And savings on every Heinz Baby Food can or jar FROM NOW ON!

That's what we'll be offering your customers.

- * Major advertising support in leading mother and baby press will reach over 3 million women.

Stock up with Heinz Baby Foods now!



... AND ACCORDING TO OUR CALCULATIONS THAT SHOULD BUILD YOUR SALES LIKE NEVER BEFORE.

It's all part of . . .

1886 HEINZ 1986
CENTENARY YEAR

Beecham set the style

Beecham Toiletries are extending their Silvikrin hairspray range by adding a fifth variant, and at the same time are giving the range a new look.

The new variant — Set the Style hairspray with extra firm hold — is designed to appeal to younger women, says the company. The spray has a classique fragrance, and comes with integrated closure to give fine spray.

Added value offers are being carried on-pack for the regular range. Normal retail prices for 100ml, 175ml and 300ml sizes will apply (£0.82, £1.17 and £1.78), but promotion sizes will be flashed respectively with the message "20ml, 30ml or 50ml extra free."

Corimist wet the appetite...

Schwarzkopf are planning a £1m television and Press campaign for their Corimist brand continuing with the "Don't get it wet for anything less" theme.

Press advertising will run in major women's interest magazines from February to May. Television plans have yet to be finalised. There will also be a 20p off flag on all 200ml Corimist products in March and April. *Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks.*

Take on Vecon

Newtons Laboratories have been appointed to represent Modern Health's licensed herbal remedies and vegetable stock, Vecon, to the chemist trade.

Newtons Laboratories, PO Box 789, 111 Wandsworth High Street, London SW18.

Spreading more Harmony

Harmony Foods are extending their Whole Earth range of no-sugar added fruit spreads with "Sweet 'n' Fruity."

Available in orange marmalade, apricot, strawberry, raspberry, blackcurrant flavours and four new ones — peach, plum, blackberry and arctic



Beecham estimate some £96m turnover in the hairspray market for 1986, and general manager for marketing and sales Mike Fensome says the fifth variant is "...well placed to take full advantage of the rising sales created by today's young hair fashions." *Beecham Proprietaries — Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

fruit — the spreads retail at £0.99 (black cherry and blueberry £1.08).

Whole Earth have also launched Kensington Sauce (£0.87), a brown sauce with no added sugar, monosodium gluconate or preservatives. *Harmony Foods Ltd, Ace Works, Cumberland Avenue, London NW10.*

More Pampered



Stuart Edgar have relaunched Pampered liquid soap in three new fragrances — horse chestnut, rose and lavender, in a new 250ml bottle with dispenser cap, (£0.50). *Stuart Edgar Ltd, South Lancashire Industrial Estate, Bryn, Lancs WN4 8DE.*

Rice twice

General Designs are introducing EnerG gluten-free brown rice bread and gluten-free white rice bread. Both retail at £6.50 for a 400g loaf. The brown rice loaf is also available on prescription (ACBS) for use in gluten-sensitive enteropathies. *Distributors Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

Krystle-clear bath range

Carrington Parfums have added bath and body "luxuries" to their "Forever Krystle" fragrance range.



The body lotion (£9.95, 6oz), dusting powder (£12.95, 5oz), bath and shower gel (£9.95, 6oz) and body creme (£14.95, 6oz) are all packaged in champagne and gold cut-crystal bottles. *Charles of the Ritz, 51 Charles St, London W1X 7PA.*

Arret add ads

Janssen are raising the profit on return on Arret to 33 per cent, and are promising a substantial increase in their advertising activity for the product in 1986.

While final details on the advertising have yet to be finalised, early year bonus deals are now available from representatives. *Janssen Pharmaceutical, The Grove, Wantage, Oxon OX12 0DQ.*

Sorexa doing their pest

Sorexa CD mouse killer is now available for household use. Around 80 per cent of local authority specialist pest control groups are already using the formulation, claim Sorex.

The pesticide contains difenacoum and calciferol in a "palatable" canary seed base, and kills painlessly. There is no smell from bodies because a special ingredient dries out and mummifies them, the company says.

The five-bait pack contains enough to eliminate most domestic mouse infestations. Sorexa CD is packed in shrink-wrapped displays of ten packets each, six to a case, and retails at £1.20 per packet. *Sorex Ltd, Trading Estate, St Michaels Road, Widnes, Cheshire WA8 8TJ.*

Once again there's no competition.



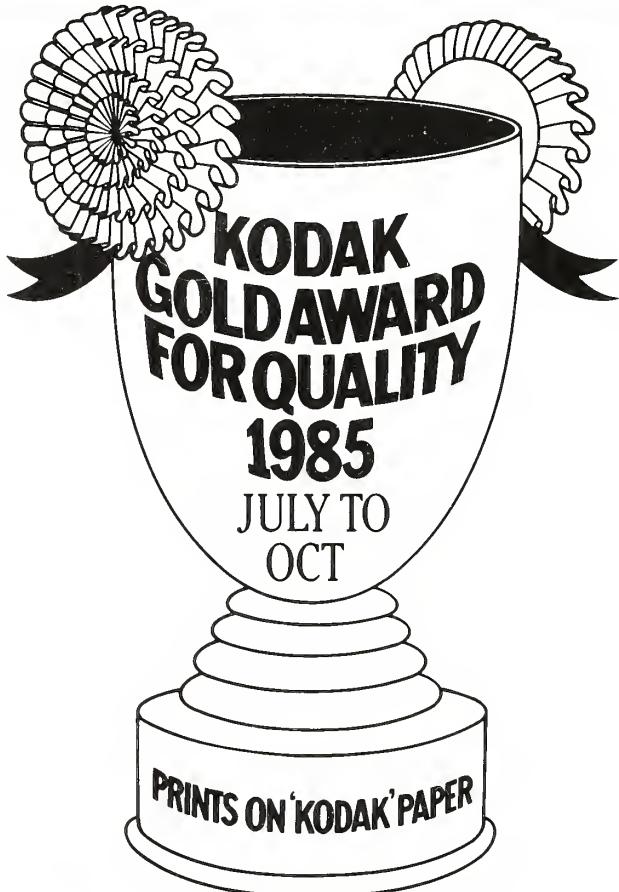
Right from the start Speed Stick turned the deodorant market inside out. And try as hard as they might, rivals just can't topple us from our brand leader position. Even in a sector that's grown as incredibly as 500%. Now in 1986 we're giving them even more stick than ever.

With the introduction of our 45p trial size in January. Available in Musk, Regular and Spice. And with national TV advertising continuing.

So stock up now. But, be speedy. Because unlike our initiative, this promotion won't go on for ever. Call us on (0372) 66891.

**Chemist
Brokers**
Speed Stick is a **MENNEN** product

1985 Kodak Aw



One Hour Foto, Maidstone

Well done!

October was another great month for photofinishers! One Hour Foto of Maidstone was the second mini-lab to scoop the Kodak Gold Award this year. They will be looking forward to the resulting publicity that comes from winning the award.

Congratulations also to those who won Silver Awards, Colorama Processing Laboratories Ltd., Grunwick Processing Labs., Regency Film Service, R. H. Williams.

Finally it's good to see so many mini-labs in the Table of Merit.



ards for Quality.

TABLE OF MERIT, OCT 1985.

One Hour Foto, Maidstone
Colorama Processing Laboratories Ltd, London
Grunwick Processing Labs, Borehamwood
Regency Film Service, Enfield
R.H. Williams, Haverfordwest
Berkhamsted Photographic, Berkhamsted
Colourcare International, Downton
Colourcare International, Liskeard
Nashua Photo Products, Paignton
S.H. Shayler Ltd, Carterton



THE KODAK AWARDS FOR QUALITY.

The competition is open to all independent photofinishers who use Kodak 'Ektacolor' Paper and formulated chemicals.

Kodak and its subsidiary companies are excluded.

All photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Monitoring Service are automatically included in the scheme which runs from April to November 1985.

For pictures that match the memories.



COUNTERPOINTS

A window on Unichem drive

As part of their own brand sales drive for 1986, Unichem are launching a window display competition for pharmacists. The competition which will run through March and April, is scheduled to co-incide with the company's national and specialist Press advertising push.

First prize will be a Ford Fiesta car, with second and third prizes of lead crystal glassware worth £650 and £350 respectively. There will be ten consolation prizes of lead crystal glassware worth approximately £200, and every entrant automatically receives a deluxe road atlas.

To take part, members must place orders for own brand products with Unichem representatives, who will be calling during January and February.

Direct sales: a sorry tale?

Direct sales in the UK between 1980 and 1984 increased by 37 per cent in value but remained static in volume terms, says a new report.

In the majority of countries studied the direct selling sector has been facing severe difficulties such as in the recruitment of sales representatives and in contacting the average direct sales customer.

The major manufacturers, Avon, Mary Kay, and Oriflame, have begun to tackle these problems. All three companies have re-deployed funds and efforts into areas such as training and research. Avon have responded to the growing sophistication in the market and have begun to consciously move more upmarket.

Turning to the mail order industry in Europe, cosmetics and toiletries tend to play a minor role. The leading cosmetics mail order company is Yves Rocher. The mail order business in the USA is diverse and developing fast, spurred on by the selling of the prestige fragrance, Giorgio.

London's Heathrow airport is the single largest duty free outlet in the world in terms of value sales, but cosmetics and toiletries hold a smaller share of duty free sales in the UK than in several other countries, says the report.

The report concludes that "Whereas the retail sector is virtually static in real terms in several countries, for example, UK, USA, Germany and the Netherlands, there is still much potential for growth in



Displays featuring the products must be on continuous view from February 24 until mid-April. Representatives will call to photograph the displays for judging. Winners will be told at the end of April.

Details of the sales drive, which the company hopes will produce sales of £2m were announced at a national sales conference. The sales push will co-incide with the new family theme packaging on the own brand range. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

the non-retail sector." *Toiletries & Cosmetics: The non-retail alternative.*" October 1985. £3,000. E.R.C. Statistics International Ltd, Lynton House, Tavistock Square, London WC1H 9PU.

Body language

Beecham Toiletries are promoting Body Mist 2 with added-value offers.

Special 180ml and 125ml sizes of Body Mist 2 aerosols — flashed "extra free" — are available at 150ml and 100ml aerosol sizes. Also available are 62.5ml sizes of Body Mist 2 roll-on — flashed with "25 per cent extra free" — at 50ml roll-on size prices. *Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bt TV-am	

Andrews:	Y
Aspro Clear:	STV, Bt
Beecham Hot Lemon:	All areas except Bt
Benylin expectorant:	All areas
Benylin paediatric:	Y,C
Bisodol:	A
Complan:	All areas
Contac 400:	C4, Bt
Elida Gibbs Cream Silk Hair:	All areas
Crookes Strepsils:	All areas except Bt
Cussons Imperial Leather:	All areas
Dry Nurse capsules:	All areas except Bt
Dimotapp:	HTV, TVS

It's a dog life

Booker Health are launching a "Spring offensive" through pharmacies with their biggest ever advertising campaign for Healthcrafts, supported by a major sales and marketing push for the first few weeks of the year.

The £400,000 campaign will be through the women's and health Press, with the main emphasis in February to coincide with the peak selling time. The caption, "If you feel like a dog count yourself lucky", will be carried by the first of four advertisements. The copy suggests that a dog's life may not be so bad: unlike humans, dogs take plenty of exercise, do not eat junk food, do not smoke or drink and eat the canine version of a well balanced diet packed with vitamins and minerals.

The Bookers sales force will call on an unprecedented number of pharmacies, offering full POS material including a merchandising unit. *Booker Health Products, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Down to size

Mennen have introduced a 25g trial size of Speedstick and have announced a £1.5m support programme in 1986.

The trial size is available in musk, regular and spice and comes in units of 12.

The company is putting £1 1/4m behind television coverage for the brand. A new 30-second commercial will be screened for five weeks in March and April and a second burst in August and September. Distributed by *Chemist Brokers, division of Food Brokers Ltd, Milburn, Copse Lane, Esher, Surrey KT10 9EP.*

Duracell:	All areas
Eucryl toothcream:	LWT
Hills balsam & pastilles:	C, TTV, Bt
J&J baby shampoo:	All areas except Y
Karrol:	All areas
Mac Extra:	All areas except Bt
Marigold housegloves:	STV, G, Y, HTV, TSW, TVS, TTV
Mucron:	All areas
Night Nurse:	All areas except Bt
Nurofen:	All areas
Optrex:	G, Y, C, HTV, TSV, LWT, TTV, TT, C4, Bt
Altacite Plus:	C, A, HTV, TSW, TVS, Bt
Propain:	TTV
Pur:	All areas
Rennie:	All areas
Robitussin:	U, STV, G, Y, C, A, HTV, TSV, TT, Bt
Sanatogen vitamins:	G, Y, C, HTV, TSV, LWT
Setlers:	All areas except Bt
Sinutab:	All areas
Venos:	All areas except Bt
Wellcome Actifed Co Linctus:	All areas
Wrights vaporizer:	All areas, Bt



How to ensure a fair deal

A real-life incident involving a small business proprietor and his insurance has a lesson for us all. There was a break-in to his premises and some £5,000 worth of goods were stolen. He claimed under his business insurance policy, which he had taken out about two years before, only to find his claim was rejected.

It was said that on his proposal form, the proprietor had failed to disclose a *material fact*. When he asked what that was, he was told it had come to the insurer's knowledge that four years previously he had been convicted and sentenced for receiving stolen goods — and that this should have been disclosed to the insurers when the proposed policy was made.

This decision was based on the idea that the two parties to an insurance contract operate with absolute good faith. So the person seeking insurance has a

duty to tell the company of anything which might affect its decision of whether to grant insurance, and if so, what premium to charge.

It is unlikely that many business owners will have criminal convictions. But the same principle applies in other circumstances.

If, for example, your policy covers you against floods, and if you know that because of a nearby stream your premises have suffered from an annual spate of flooding, then you should disclose this *material fact* to your insurers. And if, since you paid your last premium, the circumstances of your business have changed, then again, you should tell your insurers. It could be, for instance, that you are now storing more flammable materials than originally. This might affect the insurers' charge for premiums against the risk of fire.

It is often difficult to know what is a material fact. But if you are in any doubt, tell your insurers about the circumstances — they should be able to give you the right advice.

Accounting for business burdens

All those who run limited companies are required to produce an annual balance sheet and a profit and loss account. Because, by law, certain information has to be contained, a large number of detailed records have to be kept. Sometimes the paperwork can be overwhelming.

As a result of an EEC directive, the Government can now consider lightening the burden on smaller companies — one test of a smaller firm being 50 or less employees and a gross turnover of less than £2m. The idea is that the legal requirements would be modified to let much simpler accounts be prepared. So less information would have to be kept.

The Government sent a consultative document to interested parties for comment, and should shortly be announcing its detailed intentions. The lightening of the burden is now in sight.

The Formula

Attractive, functional dispensaries with stimulating retail environments, focusing attention on the professional Pharmacist.

Myers Pharmacies
229 Green Lane, Ilford, Essex IG1 1XR
Telephone: 01-590 3575

A Division of the Grunder Display Group



By Eric Jensen, BCom, MPS, MInstM



A good work study should be based on facts, not pre-conceived ideas. In one large pharmacy I was told by the directors that stock in the front shop was replenished mid-morning and mid-afternoon from the stockroom. But when I spent a few hours behind the counter I found that one young assistant was up and down stairs or in the lift a dozen times a day.

Another pharmacy I visited recently had a counter for handing in scripts, which was some eight to ten yards away from the dispensary, on a side wall. The assistant took the script, walked to the dispensary and back, and repeated the journey when I returned to collect the items.

This sort of waste of time and money can be spotted when the operations are closely timed and the movements carefully noted. It is also crucial to note any incidental delays which occur. Does the staff member spend several minutes in conversation with the stockroom people, or with someone in the dispensary?

Professional work-study people have their special codes for recording movements and delays, but the do-it-yourself proprietor can devise his or her own method. The two essentials are minute observation of everything involved in the procedure, and individual timing of each step. In some cases, several observations are needed at random times to get a true picture. This would apply if we were looking at queuing problems at certain times of the day. But in the examples I have used we are looking at consistent, established patterns. The problems are obvious, but just what they cost in terms of profit is not so patent.

The more staff are brought into a work study, the more fruitful it will be. So delegation is both time-saving for the pharmacist in charge, and beneficial to the exercise. And as the work study should be a continuing part of the running of a pharmacy, every member of staff should see the need to improve methods and profitability.

So far in this series we have considered how to select and then record a procedure. Now we come to the key element — the examination of our findings. First, ask yourself why the present procedure was employed in the first place; list its advantages and disadvantages. New methods can't be considered until we have unearthed all the undesirable features of the old ones. Sometimes modification is the wisest plan.

Examining the existing procedure should inspire ideas on developing a more effective one. When new plans have to be submitted to others for approval, the following principles should be applied:

1. Be specific. Quote actual distances and time; estimate savings in hard figures — not general statements.

lateral thinking.

The prescription receipt and delivery example might involve a relatively simple rearrangement of counters — or a full reorganisation of the layout. Putting the reception area next to the dispensary would improve communication with the front-shop, make supervision easier and give ready access to the patient. This might have to be balanced against any inconvenience to non-prescription customers. Under the current system, for instance, customers might have more time to look round the shopfloor display. These policy decisions will be more soundly based when the elementary work-study highlights the costs: the costs of leaving things as they are, the costs of a change.

Once the new system is installed, it must be frequently reviewed. Almost inevitably, snags will have to be ironed out. Staff will be more or less enthusiastic, according to their degree of involvement and consultation. Feelings can be ruffled if someone thinks they are being criticised. This can lead to backsliding, either through wilfulness or habit.

Because of its inherent unpredictability, retail business gives special difficulties to the work-study expert. And pharmacy has even more problems than other retail concerns. How many prescriptions an hour should constitute a "reasonable" workload? Does the dispenser prepare the label? Does he or she carry out any necessary discussion with the patient, deliver the medicine over the counter, telephone the prescriber to clear any difficulty? These are just some of the matters to be cleared up before productivity can be fairly measured.

Work study, like dispensing, is a mixture of art and science. We begin by defining exactly what it is we are studying. Then we apply our art and science to the facts of life in pharmacy.

Work study: check the facts

2. Illustrate your ideas with straightforward diagrams, charts or photographs.

3. Check facts with great care. One sceptic on the board of directors could damn the whole scheme if he spots an error. Be frank about any snags.

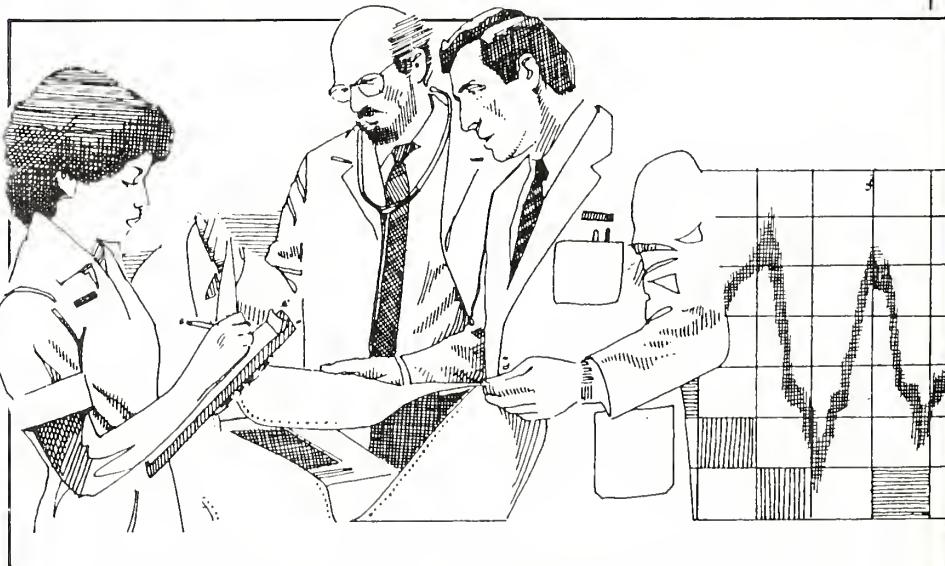
4. Give a range of the best and worst likely effects on profits.

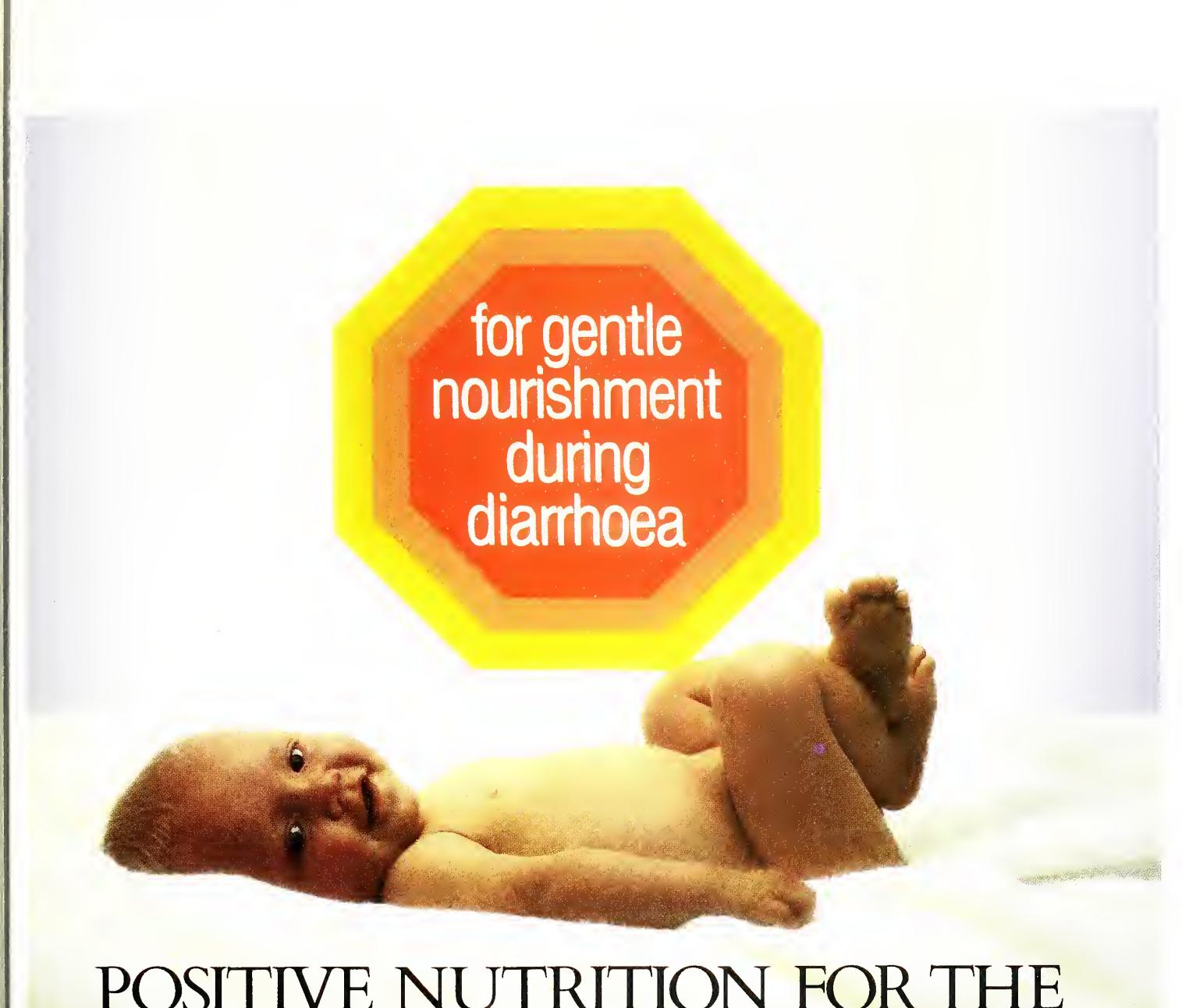
5. Try to anticipate any objections which might be raised. If you know, for instance, that fluid capital is short, suggest how the plan could be financed without involving credit difficulties.

6. Try and sell the idea of work studies in general to your colleagues, before submitting a specific proposal. You can then find out who is your potential opposition.

Once a scheme has been approved it has to be introduced. A great deal of the groundwork for this will have been done for the presentation. Now for the final mechanics.

In the earlier example of the stock-replenishment problem, we could opt for either a major rethink or a minor adjustment. An improved stock control system could put things right, or a sales analysis, so that more of certain items are held in the shop. But a radical change might lead to a refit, to moving the stockroom to the ground floor, or to making more room for stocks in the pharmacy and axeing the stockroom itself. Imaginative work study is a great stimulus to





for gentle
nourishment
during
diarrhoea

POSITIVE NUTRITION FOR THE MANAGEMENT OF DIARRHOEA.

Special Formula HN25 is a low-lactose, low-fat formula, specially developed to provide appropriate nourishment for the child with diarrhoea.

It provides water and electrolytes for the recovery phase, together with energy in the form of easily digestible carbohydrates.

The low-lactose formulation spares the child the problems of secondary lactose intolerance, and the low fat levels allow for the



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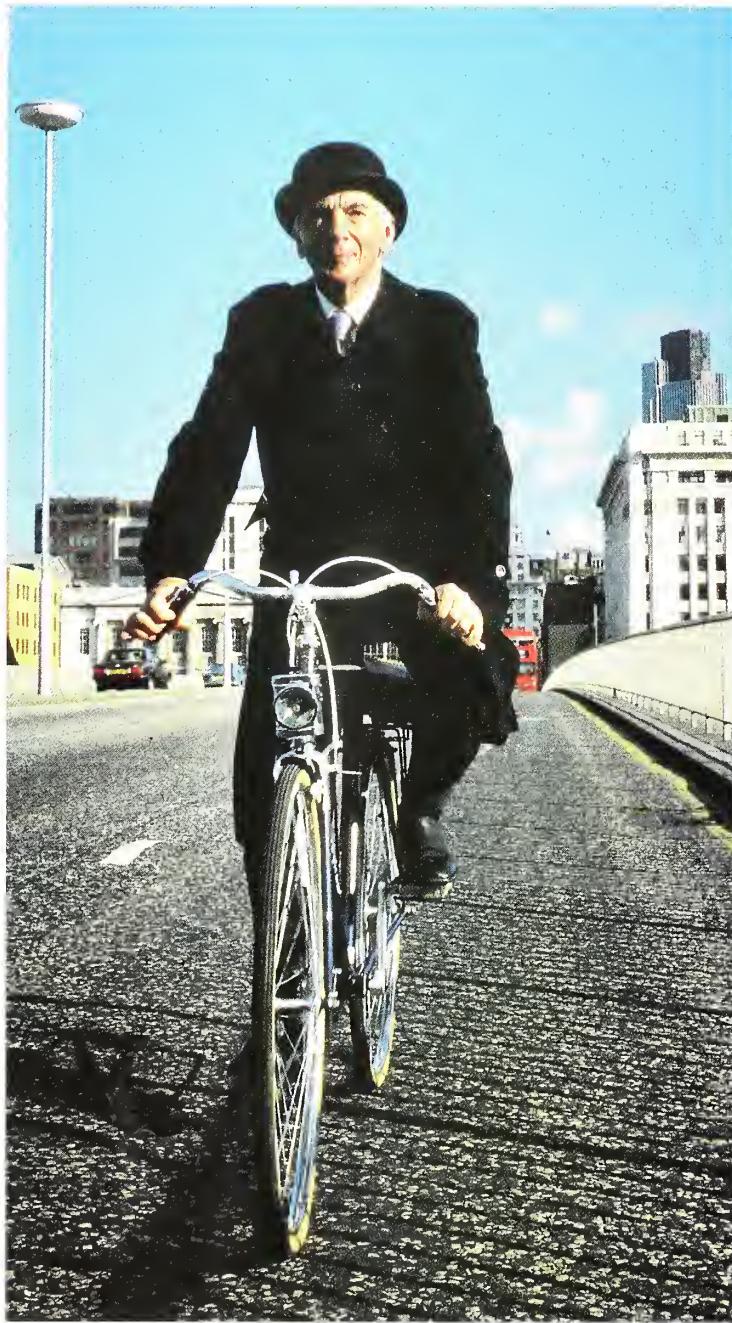
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References: 1. Howard, F.M., O'Halloran, E., Tess and Creagh, A. (1985) Diarrhoea: After Rehydration, What next? *Human Nutrition, Applied Nutrition*, **39A**, 53-61. 2. Hohenauer, L. (1983) Dietary treatment of acute gastro-enteritis in infants. *Monatsschr. Kinderh.* **131**, 1-4.

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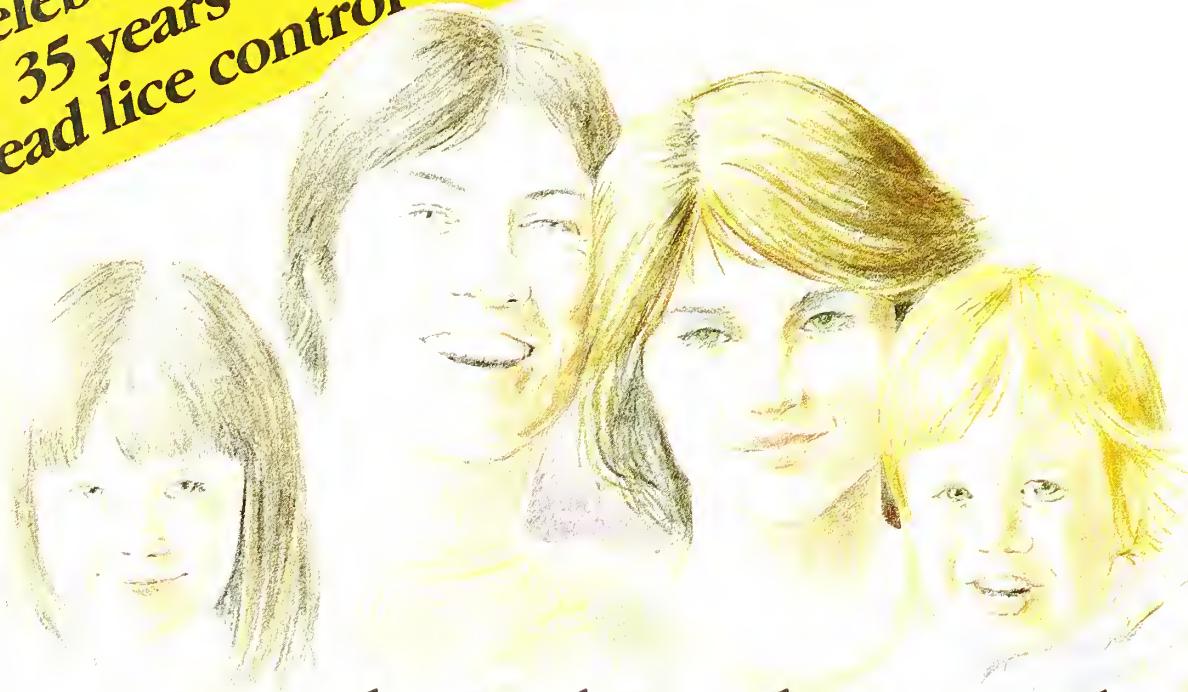
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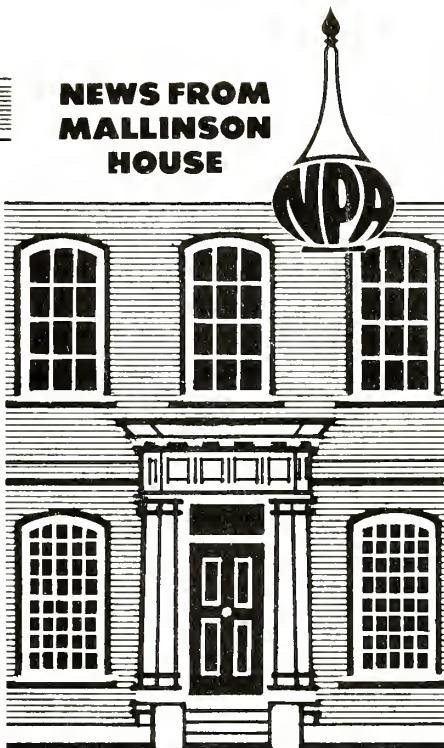
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NPA and Pharmacy: Half-way through the 80s

Director Tim Astill believes that pharmacy today is more dynamic than ever before. With his help C&D looks back at a few NPA achievements, at some current live issues — and forward to the 1990s.



In 1969 when National Pharmaceutical Association director, Tim Astill, joined the organisation, there were some 13,000 pharmacies in the UK. In independent pharmacies NHS dispensing accounted for just over 40 per cent of the profits and turnover, and pharmacists could expect a minimum of 50 per cent uplift on counter lines. Groceries and supermarkets had only started to make inroads into the traditional pharmacy merchandise and the term "drug store" was still one heard only across the Atlantic.

Since those heady days the whole face of pharmacy has changed. There are now 1,000 fewer pharmacies and NHS dispensing makes up over 70 per cent of the business. The growth of the drug store and the increasing availability of medicines through non-pharmacy outlets has eroded much of the community pharmacist's business. There has been a change in the role of the pharmacist too. He has come out from behind the dispensary bench and back into the shop for the benefit of the public.

So at the end of a year which has been one of the most traumatic in the profession's history, it is perhaps a good time to take stock — to see what NPA has achieved in the past and to look at what lies ahead for the community pharmacist.

Tim Astill arrived at NPA — or National Pharmaceutical Union as it was then — just as the organisation was preparing itself for the Restrictive Practices Court hearing, to decide whether resale price maintenance was in the public interest.

"Few people could have thought we stood a chance of winning that particular legal fight, but it was won and on two very distinct fronts," says Mr Astill. "The case for ethicals at wholesale level was won because of fear of the short-line wholesaler, so it is interesting to see renewed apprehension about the activities of such wholesalers — particularly against the background of parallel importing." It is natural, therefore, that Mr Astill should support the suggestions of the National Association of Pharmaceutical Distributors for two distinct levels of profit, depending on whether the wholesaler is prepared to provide a full pharmaceutical service, a "cream-off the top", or a parallel imported service. "If you happen to be ill it is of little consequence to you that the medicine prescribed isn't in much demand. However, should you take your prescription to a pharmacist who deals predominantly with a short-line wholesaler, you may have difficulty getting it dispensed," he says.

It is a case that can be left to wholesalers themselves to make out, says Mr Astill, but he adds: "I have sympathy for those wholesalers who have to finance an inventory of perhaps 35,000 lines and then look over their shoulders at others with only

3,000 lines who are doing the cherry-picking."

Resale price maintenance on ethicals broke down in the late 70's with the introduction of wholesaler discounts. But the second front on which the RPM case was won — proprietary medicines at the retail stage — is still very much with us. "I hope that manufacturers of OTC medicines will continue to see the justification and wisdom of enforcing RPM," says Mr Astill. "It is important that they not only support it but are seen to be doing so by community pharmacists.

"They should remember to indicate on every advertisement and price-list that prices are maintained, and include a clause in their terms and conditions requiring any subsequent sale to be made at a price not less than that in the list. I also think it would be helpful if manufacturers called prices 'maintained' rather than 'recommended'. Some of our members see the term RRP and assume that particular manufacturer doesn't support or recognise the importance of RPM."

Tim Astill's first major task at NPA was to deal with the Government's Green Paper on Value Added Tax, brought in to replace Purchase tax — a tax levied at the wholesale stage. While the retailing industry could see the many advantages of VAT, there were a number of proposals on which the Government needed to be persuaded to make changes.

VAT was to be introduced "overnight", so retailers would have stock on their shelves on which they had already paid tax. There were no provisions for its refund — tens of millions of pounds were to be "written-off". Thus the major benefit of VAT, of not paying tax until a sale had been made, would be lost. A massive campaign began of "an intensity not seen before, with the whole of the retailing industry marshalled against the Government," Mr Astill recalls — the outcome being that in return for the goodwill of retailers in going along with VAT, the Government would reimburse purchase tax on goods still unsold at the change over date. "Retailers received a much needed injection of capital and no longer had 'tax' standing on their shelves, which is a benefit of VAT that is often overlooked," says Mr Astill.

The NPA also agreed a special scheme with the Government, which took into account the different tax categories of the goods pharmacists sold, notably medicines. These were purchased at standard rate, and could then be sold at standard rate or dispensed on prescription at zero rate. A system was needed that would enable pharmacists to operate VAT without keeping detailed records of sales in the different categories. "We did agree on one which is still in use today," says Mr Astill. "We also



devised a VAT accounting system for retail pharmacists and it is used in more than 70 per cent of pharmacies up and down the country. It enables NPA members to satisfy the Customs and Excise readily and accurately about the fulness of the VAT records they are keeping. Whenever an amendment is introduced to the regulations a copy is sent by NPA to all Customs and Excise officials so they know what to expect when they visit a pharmacy.

In 1974, when Mr Astill was appointed deputy secretary at NPU, he says the emphasis had shifted from general retailing problems to focus more attention on the NHS. At that time the Negotiating Committee — the Central NHS (Chemist Contractors) Committee — was under the wing of the NPU, but not part of it. It was administratively autonomous, although Joe Wright, NPU director, was also chief executive of the Committee. A demand from the Company Chemists Association, which was later taken up by the Co-op and other members of the Committee, that it become completely separate from the NPU, was acted upon. A new chief executive was appointed to what became the Pharmaceutical Services Negotiating Committee.

Away from the political front, the NPA's marketing activities came to the fore in the early seventies. On the advice of management consultants (who had been asked by the NPA executive to look at retailing with particular reference to pharmaceutical retailing), the formation of a voluntary trading organisation was proposed. This consisted of a network of pharmaceutical wholesalers to act as franchised distributors of the new group — Independent Chemists Marketing Limited. Their symbol was the stylised word "Care" linked with the word "Chemist".

This, however, proved to be the group's temporary undoing. The question was raised: "Is a pharmacist who associates himself with the word "Care" and a restricted title like "Chemist" creating an unethical distinction between himself and other pharmacists who by implication may be thought to be "uncaring"? The Pharmaceutical Society's Statutory Committee judged that any pharmacist who associated himself with the group held himself open to professional censure. Plans were overhauled, and a new symbol, "Numark" was found. But the best part of twelve months had been lost, during which time other groups had risen and what should have been a single unifying force, pulling together 5,000 pharmacies, had been dissipated, says Mr Astill.

Nevertheless, the case did serve to shake pharmaceutical wholesalers out of their lethargy. "They saw for the first time it was

possible to make money out of distributing OTC products. And that was a good thing for they had this to fall back upon when RPM on ethicals later collapsed and their 15 per cent margin evaporated."

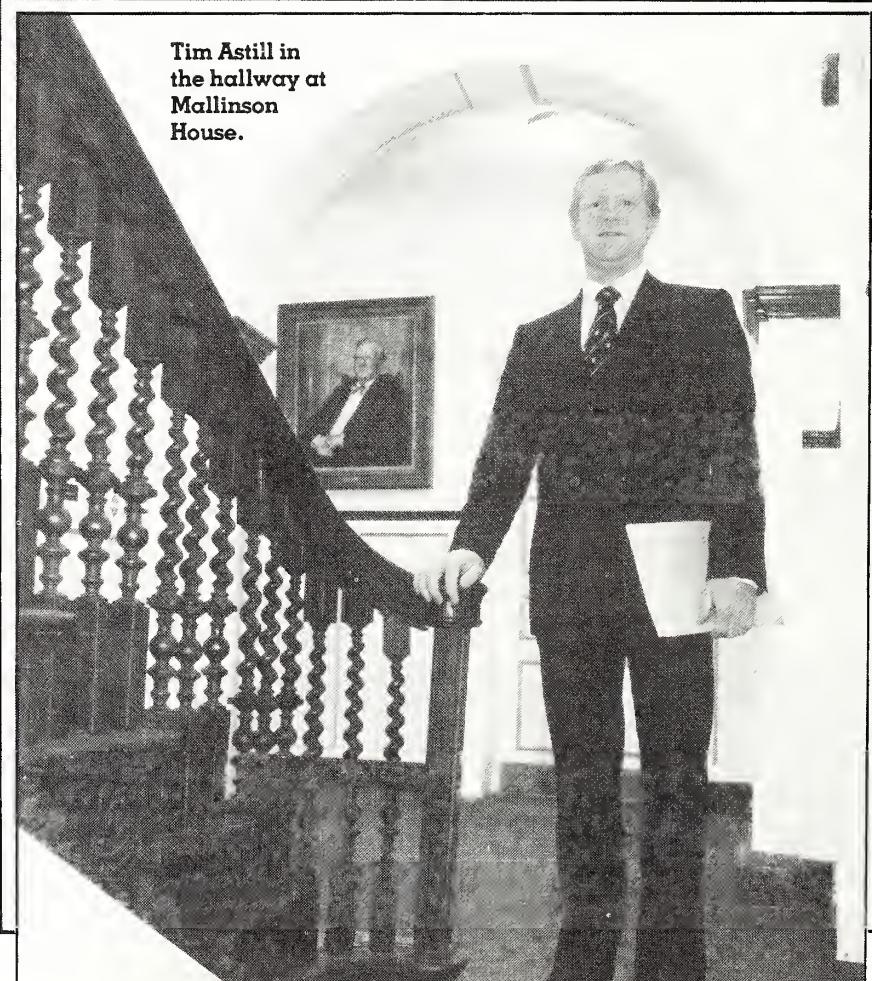
RPM, VAT and marketing are just three major highlights from a decade which also saw NPA's involvement in such matters as decimalisation, the fight over the Industrial Relations Act, the Grunwick dispute, the implementation of the Medicines Act (especially the POM and GSL Regulations), and counter-inflation legislation. The first exhibition of NPA services was also organised and the move towards child-resistant containers was initiated by the NPA. The provision of interfirm-comparison and coupon clearing facilities for members was introduced and the membership of the EEC Pharmacy Group taken up. Not least among their achievements was the search for and move into the new headquarters in St Albans. All these raised the Association's profile and it was a "strong and flourishing" organisation that Tim Astill inherited from

Joe Wright when he took over as director in 1981. But alongside the increased activity had come growth in financial and administrative complexity, and both areas urgently needed updating. There were as yet no computers at Mallinson House, no management accounting system, and the associated insurance company was facing increasing competition from other organisations.

Peat Marwick management consultancy were brought in to look at the problem, and they recommended organisational changes involving expenditure of a substantial amount of money. That investment is now bearing fruit and gradual internal changes have taken place over the past four years with installation of computers, a revamping of shop and home insurance policies, the formation of local training groups, the introduction of management accounting, regular performance appraisal of Mallinson House staff, and the expansion of the range of business aids and services.

But the environment in which members practised was changing too, and in 1980 the NPA Board prepared a statement of policy which was to outline their strategy for the 1980's. "We looked at retail pharmacy to decide where do we go from here. Was there need for a new direction?" says Mr

**Tim Astill in
the hallway at
Mallinson
House.**



Mallinson House, St Albans.



Astill. The conclusion reached was that an educational exercise was needed for both NPA members and the public. "Many pharmacists had failed to realise the transformation that had taken place within the profession," says Mr Astill. "We saw that if pharmacists were ever to fulfill their role as communicators of information on

medicines, they must get out of the dispensary. They needed to see that the dispensing technicalities no longer required a degree in pharmacy. We also detected a lack of knowledge about pharmacy and what a pharmacist does among the public. If the public don't see a need for pharmacists, then the need will disappear. And by the

Mr Astill's progress: a politician since BPSA days

Tim Astill joined the National Pharmaceutical Union in September 1969 from Boots. He had previously spent his pre-registration year in retail with the company, before going to Chelsea College to study for his degree.

Mr Astill had an active career in student politics, beginning in 1965 when he was elected to the British Pharmaceutical Students Association as education, welfare and grants officer, a new post, which he established. "My job really was to write to local authorities who were being 'difficult' about student grants. A letter on BPSA notepaper was usually the last resort but it often did the trick in persuading tight-fisted authorities" he recalls.

In 1966, he was elected BPSA president and in that capacity, he says, he met many of the pharmaceutical luminaries of the day. They included Joe Wright, then director of the NPU, to whom Mr Astill later became personal assistant when he joined the organisation.

But on leaving University he joined Boots at their production plant in Nottingham, where he spent six months in tabletting and another twelve months in sterile products. "I had enjoyed my taste of

retail during my pre-reg year, but I felt that if I was going to experience any other branch of the profession then I should do so early in my career," he says.

Mr Astill was then offered a post with the Personnel Department as training officer, in Nottingham, as Boots expanded their training department to take advantage of opportunities offered by the new Industrial Training Act. "For two years I was involved in arranging the training of several thousand young people, in anything from pharmacy to brick laying," he says. After this time he felt he had given the job as much as he had to give, and he went back to retail. "I was put through a crash version of Boots' usual two year management course, and after some time as relief manager, became manager of one of their shops in Nottingham."

It was from this post that Mr Astill joined NPU as personal assistant to Joe Wright in 1969. He became deputy director in 1974 and in 1981 took over as director. It is a job, he says, that is likely to continue to offer challenges, for at least the remainder of the twentieth century. "If I ever arrive at my desk to find no challenges, then I know it will be time for me to move on."

public I don't just mean the man in the street, but the people who are influenced by them — the politicians."

Market research confirmed the Board's worst fears. The public did not see the pharmacy as a source of advice and information on medicines. And so the "Ask your pharmacist..." campaign was conceived. Mr Astill says it is to the eternal credit of the Board, who agreed to a £500,000 "spend", and the members in accepting what amounted to a 200 per cent increase in their subscription to finance it.

The successful campaign is to continue into 1986 and is expanding to start promoting the pharmacy as a source of advice on family planning. The NPA is "nurturing" the media generally says Mr Astill, with tapes to be played on BBC local radio, phone-ins, and television advertising slots which started in the New Year.

And looking to the future? Mr Astill says he sees clear advantages in working more closely with other organisations, the PSNC, Family Planning Association, the Health Education Council, and the Pharmaceutical Society, whose newly appointed secretary and registrar, John Ferguson, is not only a friend but was also Mr Astill's predecessor as deputy secretary of the NPU. He believes that most pharmacists have welcomed the higher publicity and PR profile, and wish it to continue, but he adds a warning note: "It is essential that internal divisions in the profession, which exist for good reasons and which enable specific functions to be performed by specialist organisations, do not spill over into the public arena. There must be more, better and closer co-operation between NPA and other pharmaceutical bodies so that, wherever possible, pharmacy speaks with one voice. Our strategy for the nineties must be based on the need to place and maintain pharmacy firmly on the health care map."

The report and recommendations of the Nuffield Inquiry and the Government's long-awaited Green Paper on primary health care are foremost on the agenda, with other developments now visible on the horizon, such as the advent of the "European pharmacist", and the introduction of a strict liability system for defective products. The increasing number of pharmacies in supermarkets, and the greed of a small minority of dispensing doctors, are still causing concern while the campaign for the new NHS contract will continue.

And of the NPA, Mr Astill says: "It will continue to represent its members' interests and to shout about these interests as often, as loudly and as effectively as possible. I believe the NPA is the best specialist retail association in the world. I will do my best with the support of the superb team at Mallinson House, to keep it that way."

Post-list — pharmacy recommendations on the increase

The main advantages to pharmacists of the selected list of medicines for NHS prescription introduced by the Government in April was the potential for streamlining stock. Other advantages included increased OTC sales and an increased reliance on the pharmacist for recommendations.

The problems encountered by pharmacists from delisting were those related to the continued prescribing of blacklisted products by doctors. Other problems included the need to reassure and advise patients about the changes and stocking problems.

The latest Martin-Hamblin Research report into "Retail Pharmacists' Recommendations of OTC and Consumer Medicines, 1985", just published also found that in the future pharmacists would like a limited number of antibiotics made available for counter prescribing. Meanwhile the first significant POM to P medicine, ibuprofen, is "highly recommended" by pharmacists for a variety of indications.

However, the delisting exercise and the subsequent increase in advertising direct to the public of products no longer available on prescription, showed an effect on the frequency with which pharmacists are asked to advise on choice of products. One good example of these changes is that of coughs. As in previous years this is the ailment for which advice is most frequently sought, but the actual number of times pharmacists and assistants are asked to recommend a product has decreased by nearly a third. This suggests that the large amount of advertising direct to the customer has increased their awareness of products available and hence their ability to decide on the product they want without advice.

On the other hand the still recent availability of ibuprofen for counter prescribing has increased awareness among consumers that the pharmacist has an important advisory role and requests for advice in the pain area have increased. As a product ibuprofen has proven to be of such value that pharmacists are steadily increasing their recommendation of it in a number of different areas.

Thinking to the future, the main products that pharmacists would like to be available for counter prescribing are a limited number of antibiotics — especially those such as chloramphenicol designed

for eye problems.

This is the seventh study conducted by Martin-Hamblin Research into the role of the pharmacist and his assistants in advising customers on treatments for minor ailments. The first was completed in 1976 and trend data is included in each section up-date. The first "general" section deals with issues of concern to the pharmacists and to companies promoting OTC products to pharmacists. The remaining sections provide information specifically about the role of the pharmacist and his assistants in advising

Minor ailment areas

The specific problems for which information is collected are:

- aches and pains;
- athlete's foot;
- bites and stings;
- catarrh;
- constipation;
- coughs;
- cuts and abrasions;
- diarrhoea;
- feeling run down/lethargic/in need of a vitamin supplement or tonic;
- haemorrhoids;
- hayfever; headaches;
- head colds;
- indigestion or dyspepsia;
- influenza;
- migraine;
- mouth ulcers;
- nappy rash;
- pregnancy testing;
- red/sore/tired eyes;
- sore throats;
- spots, pimples and acne;
- teething problems in babies;
- travel sickness;
- and treatment of sunburn.

Companies interested in purchasing the data can obtain the specific sections of the report relevant to them from Martin-Hamblin Research, Mulberry House, 36 Smith Square, London.



customers who seek advice about specific problems.

For each of the minor ailment areas (see table) the following information is available for both assistants and pharmacists: frequency with which advice is sought, likelihood that the customer would be advised to consult a doctor and details of products recommended if appropriate together with reasons for the recommendations.

To obtain the complete information from which the report has been compiled Martin Hamblin Research interviewed 206 pharmacists for the general section and, in addition, 200 senior assistants for the sections dealing with the minor ailments. As in previous years the entire report includes over 600 tables showing detailed breakdowns of the information and differences between, for example, type of retail outlet, geographical location.

Information obtained in the general section showed that *Chemist & Druggist* is rated as the most commercially useful of the journals commonly circulated to pharmacists and is also well regarded in a purely professional sense.

Moving from journals to companies, Wellcome, Beechams and Winpharm again received the most nominations for companies providing pharmacists with the most useful display material with Wellcome moving up to collect 24 per cent of the nominations (Beecham 9 per cent, Winpharm 7 per cent — both down from last year). Wellcome was also thought to provide the most attractive trade terms on OTC products by the largest number of respondents.

Pharmacists continue to report an increase in the number of customers seeking their advice. The main reason for this was thought to be the careful advertising of the role of the pharmacist — for example by the use of posters in doctors surgeries. Other important reasons were high prescription charges and the personal, trusted service offered by the local pharmacist together with the difficulties or inconvenience patients encountered trying to get to see their GPs.



Aspirin and Reye's syndrome – is there a link?

Reye's syndrome is an often fatal syndrome of encephalopathy and fatty degeneration of the liver which occurs in children. It is very rare, occurring in approximately 1 in 100,000 of the population under 18. The cause is unknown, but for several years aspirin has been one of several possible aetiological agents under suspicion (others include insecticides and mould toxins).

Four retrospective case-control studies have been conducted in the United States, and each has found a statistically significant association between Reye's syndrome and the recent use of aspirin for a febrile illness such as influenza or chickenpox. A fifth study — the best designed so far but only a pilot for a larger study — was published recently which confirmed these findings: of 30 cases of children with Reye's syndrome, 93 per cent were known to have been exposed to salicylates (mostly as aspirin) compared with only 46 per cent of controls. The debate over the use of aspirin in children has now been reopened.

Critics of these studies have rightly pointed out the difficulties in interpretation. Retrospective studies tend to highlight associations between drugs and reactions, since victims of the reactions may seek to find a definite cause of their problems — "biased recall". The prior febrile illness which leads to the use of aspirin may in fact be a prodromal sign of the syndrome. Reye's is very difficult to diagnose, and may not even be considered unless the doctor is aware of a history of recent aspirin ingestion — "biased selection".

These, and many other points of methodology, mean that these data fall short of proof that aspirin may cause Reye's syndrome in susceptible children. However, two important points require further consideration.

First, Reye's syndrome is so rare that proof of an association will probably never be obtained. We will always have to rely on



retrospective studies, and the quality of data we can hope to obtain will therefore not improve dramatically. Second, each of the published studies has found an association with aspirin but not with paracetamol. If an

effect exists, it is therefore specific in aspirin and not due to antipyretic analgesics generally.

No British study of this problem has so far been published, and the possible contribution of environmental contaminants such as insecticides means that a real difference in incidence or aetiology between the UK and USA could exist. In the meantime, however, can anything be done to reduce the number of cases that will occur?

Accepting the inadequacies of our knowledge of the causes of Reye's syndrome, there is nothing to be lost by stopping the use of aspirin in children. Paracetamol is as effective as aspirin, it is available in more acceptable formulations, and is better tolerated. It is therefore a suitable substitute for OTC sales and counter prescribing for febrile illness in children.

Minocycline and adult teeth

Tetracyclines are known to cause tooth discolouration, but this usually occurs only during tooth development. The critical times for exposure are during the development of the deciduous teeth in the second half of pregnancy (when tetracyclines may also be deposited in bones), and during the development of permanent teeth in children up to 12 years old. Minocycline may, however, cause a grey discolouration of teeth when given to adults.

In the United States, four of 72 patients given minocycline for acne were found to have tooth pigmentation (J. Am. Med. Ass 1985 **254**:2930-2). Each denied having taken tetracyclines when children, and indeed the type of discolouration observed differed from that typical of early exposure. One patient had taken minocycline for only one month when a grey line across all his teeth was noticed. He also wore a brace and, while this was felt not to have caused the

staining, it may have contributed to its rapid development. In each case, the discolouration has persisted for several years and may therefore be permanent.

Tetracyclines are thought to cause tooth discolouration by chelating with calcium and, following incorporation into dentine, oxidising in the presence of light. Minocycline appears to be unusual in that it does not chelate calcium well, although it will chelate iron. It may also cause pigmentation of the skin, eyes, and bone, but the mechanism of this is not fully understood.

It is also unclear why only a minority of people exposed to minocycline develop tooth pigmentation. If chelation alone could explain it, the staining would be more common. It is likely that the mechanism is complex, and that some patients have an as yet unidentified predisposition to this adverse effect.

A new anti-inflammatory

It is over three years since Opron was withdrawn following reports that it caused serious and fatal liver and kidney damage in the elderly. Since that time, attention has focused on the adverse effects of non-steroidal anti-inflammatory drugs (NSAIDs), and several other drugs of this class — including Osmosin, Zomax, and oxyphenbutazone — have been withdrawn. Etodolac (Lodine) is the first NSAID to be marketed since Opron was withdrawn and, perhaps because of this, strong claims are being made for its safety in therapeutic use.

Etodolac has some structural similarities to indomethacin, but is a chemically novel drug in its class. By contrast with Opron, it appears not to accumulate in the elderly or in patients with impaired renal function and it should therefore present no particular risk in these susceptible groups. In clinical trials, etodolac has been tolerated well and has consistently caused fewer adverse gastrointestinal effects than aspirin. However, this is true of most NSAIDs, and etodolac has not been shown in published trials to be any safer than established drugs such as ibuprofen.

In experimental studies, etodolac caused less gastrointestinal microbleeding than



other NSAIDs, including ibuprofen. This is claimed to be due to a "sparring effect" on some prostaglandins which are believed to protect the stomach from ulceration, and this

is said to account for etodolac's safety in use.

Extrapolation from experimental data to therapeutic use is fraught with hazard. Gastrointestinal microbleeding is an experimental model of toxicity that is not clearly predictive of the incidence of ulceration in clinical use. Opron was found to cause less microbleeding than other NSAIDs, but in practice it was just as toxic to the gastrointestinal tract as most other drugs in this class. At the time of its introduction, tiaprofenic acid (Surgam) was also claimed to have a sparing effect on some prostaglandins, but this was not followed by a low incidence of adverse gastrointestinal effects in use.

Etodolac may ultimately prove to be a very safe drug, but experience of its use to date is drawn from only 3,000 patients. Serious adverse effects — of the type which resulted in the withdrawal of Opron — occur in perhaps only 1 in 10,000 patients, and it is therefore clear that the true incidence of adverse reactions to etodolac will only be apparent after wider use. It is to be hoped that the first new NSAID for three years will be promoted and prescribed with restraint, and that premature claims for its safety will be interpreted with caution.

A good side effect

It is widely known that high blood levels of cholesterol and some lipoproteins are "bad" because they are risk factors for heart disease, but it is less well known that some lipoproteins are "good". One such group are the high density lipoproteins believed to act as carriers of cholesterol in the blood, and high blood levels of these are associated with a lower incidence of ischaemic heart disease.

A side effect of chronic anticonvulsant therapy is that blood levels of these

lipoproteins are increased, and recent evidence suggests that drugs such as phenytoin, carbamazepine, and the barbiturates may protect against death from ischaemic heart disease.

Of 1,399 epileptics who died in Finland between 1978 and 1980, 18 per cent were found to have died from ischaemic heart disease compared with 27 per cent of controls matched for age, sex, and date of death (Br. Med. J. 1985 291:1481-3). This difference is unlikely to be a chance association, and provides strong evidence that the effect of anticonvulsants on high density lipoproteins is beneficial.

By contrast, more epileptics than controls died of cerebrovascular disease and cancer, but this may be because both diseases can cause epilepsy and could give rise to disproportionate numbers among these patients.

Beneficial side effects of drugs are always welcome but receive far less attention than adverse effects. For example, studies have shown that the incidence of some cancers is lower among women who take oral contraceptives. Beneficial effects may also provide an indication of potentially fruitful research and development, and the authors of this report suggest that

anticonvulsants may be of value in people with a high risk of coronary heart disease. Interestingly, fewer patients in this study died violent deaths. Perhaps they were more likely to be in hospitals, or could there be other beneficial effects of anticonvulsants?



"Topics in Treatment" is a regular series by Stephen Chaplin, MPS, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne. The articles look at current developments in prescription medicines, and complement the OTC Update series by Professor Alain Li Wan Po.

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Point, counter-point with BPA

It was good of Mr Dixon to write a second time (*C&D December 14*) but it is a pity that his second letter failed to clarify the ambiguities contained in his first.

What he (erroneously) took to be sneering was nothing more than an attempt to apply simple logic to his own statements in order to demonstrate their dubiousness and mutual exclusivity. If he has failed to grasp that, then I am not your only correspondent to show a lack of imagination. We now know that in claiming 100,000 out of hours transactions in the last 20 years, he did not intend us to believe that they all occurred after hours. The extent of his poetic licence is not specified, so we still do not know what the true figure is. I spent over a decade myself in a pharmacy which had, for most of this century, prided itself on its guaranteed availability 24 hours a day every day of the year. That service, on offer in a city centre, was well used, but we never even began to approach a call-rate of 13 plus per day.

We are also no nearer establishing the veracity of his claim that his compensation under the new proposals would amount to less than a year's BPA. It remains a fact (studiously ignored in his second letter) that for this to be true, he can only be dispensing 40-50 items a week at the very most. Passing over the point that drug costs do not enter in to the calculation, I find that figure as unlikely as the claimed level of out-of hours business — and those two claims together are quite clearly totally incompatible. Somewhere at the root of this confusion lies miscalculation, a misunderstanding of the proposals, or an attempt at deliberately misleading hyperbole. Your guess is as good as mine.

Too much of this vital debate has been conducted via sweeping generalisations, over-exaggeration, and glib assertion masquerading as fact. Mr Dixon's original letter is no exception as it contains a number of other highly contentious (and unverified) statements in addition to the two mentioned by me. There is sympathy and compassion aplenty for those who want it — and maybe also practical help. In order to tap it, those opposed to the new proposals must first argue their case on grounds of hard-nosed political reality and clear rational logic, supported by established and verifiable facts. Whether we are talking about the figures of a specified business or the number of closures consequent upon the new proposals, plucking unsubstantiated numbers out of the air is simply not good enough.

There is one last point to be made, in view of the way Mr Dixon chose to end both his letters. Far from standing to gain by the new proposals, I fully expect their personal effect to be significantly disadvantageous. I support those proposals all the same, for I think they offer the greatest long-term good to the profession as a whole. That is no mere freakishness, as I know several pharmacists in a similar position who feel the same way. It is therefore rather sad to find him assuming that support comes only from those who look to profit from such changes, and who lack any wider perspective. Quite simply, the assumptions that underlie his rather graceless final paragraph are as erroneous as they are unworthy.

R.D. Dudley
Wellington, Somerset.

Plain labels!

I read with cynical amusement Xrayser's piece about the use of plain English in the compilation of "our traditional pharmacy instructions."

Surely prescription instructions are the prescribers' responsibility? And the scripts I receive without instructions are many. If clarity is the essence, then prescribers should be more precise. What exactly is meant by "take four times daily"? A dose at 8, 9, 10 and 11am is four times daily! More attention should be given to the intervals between doses: "take every six hours." Similarly with "take after meals" — one minute or six hours after? The examples are legion.

Brian E. Hébert
Woodhatch.

NI script stats

You will remember that there was a difference in the figures quoted by Brian Cheyne and myself at the annual meeting of the Ulster Chemists Association (*C&D December 7*). Below are the figures for the months of April, May, June, July and August 1985, as compared with those of the same month in 1984.

These numbers are prescription items, not forms.

T.I. O'Rourke
Secretary
Pharmaceutical Contractors Committee

	1984	1985	Decrease
April	1,159,540	1,004,708	154,382 (13.35%)
May	1,172,013	1,048,231	123,782 (10.56%)
June	1,123,024	976,249	146,775 (13%)
July	1,061,746	1,019,363	42,383 (3.99%)
August	1,046,589	957,741	70,848 (6.7%)

Hot reception?

I wonder if we can start off 1986 by referring to "receptionist dispensing" rather than "doctor dispensing."

In almost all cases of dispensing from the premises of rural medical practitioners, it is done by unqualified persons without supervision. There is a psychological effect in the use of words, and if we can get across the message that such work is not carried out by the doctors themselves but by unqualified underlings we may yet persuade the authorities of the justice of our case.

David Hoyle
Tideswell, Buxton.

More from IoW...

Tim Astill, director of the NPA, is quoted as stating that there is considerable room for co-operation between existing pharmaceutical organisations but no reason for starting a new one.

Sixty six years after the Jenkin judgement, one would have expected co-operation in depth, including possibly amalgamation, to have been the norm. However, even now the president of the Pharmaceutical Society rarely, if ever visits Mallinson House. Not surprisingly the NPA supports the PSNC on the new contract. In effect they are two arms of the same organisation even though they are separate legal entities. In the view of the BPA(UK) this relationship is incestuous. Five members of the PSNC, including the current chairman, are appointed by the NPA. Naturally Tim Astill supports David Sharpe. It is in his interests. Why is it that many of the same people sit on the governing bodies of these organisations? Are policies and decisions rubber stamped? Is this in our interests?

An investigation by an independent committee appointed by the Society is long overdue to inquire if modifications, co-operation or even competition between established and new bodies could revitalise our profession at the top.

To take one point, am I alone in being ashamed to display the current NPA advertisement posters in my pharmacies? Like many of the 1.75m people who signed the BPA(UK) petition against the contract, and were asked at the same time what they thought of these signs, I consider them off

Please bring this slip when you next visit the surgery.
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* THEIR AUTUMN FINERY.
* YET IN THE GARDEN IS
* A GLORIOUS SIGHT
* GLOWING YELLOW, COPPER,
* RED AND GOLD.

Poetic license on GP docket

putting and not suitable in a professional environment unless shocking bad taste is what is required nowadays for impact. It seems to BPA(UK) that discussions between the Society and the NPA would have been helpful during this expensive advertising campaign to optimise the profession's return.

If the NPA and the PSNC are as excellent as they claim to be they should welcome an independent critical appraisal. However, if they are resistant to this because of vested interests, perhaps a tiger, even a caged one, would accomplish much. Only after the investigation has been completed and the publication of the Nuffield report should one pronounce.

Charles Flynn

Joint acting general secretary BPA(UK)

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Poetic license on GP docket

Discounts from Evans

Evans Medical have started offering large discounts on generics this week, in a bid to counter the low prices being offered by short-line wholesalers since the failure of the HD appeal.

"We are offering keenly competitive prices which average 40 per cent off our price list on 136 key generics, as well as discounts off many of the OTC products we handle," says Evans general manager Allan Cambridge. "We are also offering an additional discount on orders in excess of £250 for promoted products."

Mr Cambridge says Evans are determined to maintain their prime position in the market and to support retail pharmacy with competitive prices. "We are simply reacting to the low prices offered to pharmacists in London by short-line wholesalers. The products being offered appear to come from British

manufacturers such as APS, Cox and CP as well as overseas manufacturers.

"The products that we are offering are being supplied through full-line wholesalers at prices which are set by Evans," says Mr Cambridge. "Subject to certain conditions, the same prices will apply throughout the country. There will be no local wheeling and dealing."

No blackmail...

Scotland Yard deny the *Mail on Sunday*'s claim that Britain's food and drugs industries are being blackmailed out of millions of pounds.

The *Mail* says product extortion reached a peak last year with threats to poison products on the shelves. But a spokesman for the Yard says he knew of no evidence that such large amounts are involved. Nor is the Yard pressing for blackmail insurance to be outlawed as the report suggests. The Home Office is looking at present laws to make sure they adequately protect retailers against such actions.

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Macarthys defensive in latest bid battle

Macarthys Pharmaceuticals have become the New Year's first target in an unusual takeover bid.

A group of investment trusts — all clients of John Govett & Co — have formed a new company, Jadelle, to bid for Macarthys. The dual offer of 265p per ordinary share, or 265p for one in every four shares (enough to gain control) is being rejected by Macarthys, who are advising shareholders to take no action.

The first move came after John Govett had built up a 15 per cent interest — which they disclosed in October. According to Dwight Makins, managing director of John Govett, an unnamed executive — widely accepted as being Nick Ward, chairman of Gordon Drummond chemists and managing director of Martin the Newsagent — was suggested by a friend as "the man who should run this business." The trust then began buying more aggressively and took their interest up to 36.8 per cent after a link-up with Provincial Insurance.

Macarthys chairman Albert Slow says the bid initially took the company by surprise. "It's very unusual for an investment trust to become involved like this. When, as chairman, I see the sort of holding that existed until October, it shows they believe in us. Then they changed the ball game and did something totally unprecedented." Macarthys have approached the Takeover Panel about the bid.

The company has been following a revamping programme over the past year, including the amalgamation of the Romford, Dagenham and Southend depots at Harold Hill (see C&D, June 22). Mr Slow emphasised Macarthys' earlier statement that restructuring should be complete by early 1986, and added: "I get the distinct feeling that they're coming in, having monitored the company closely, after someone else has done all the work." But Mr Makins described the restructuring as "...certainly too late, and probably too little. It has not yet had an effect on profit

— which is what I would look at."

Mr Slow pointed to the trust's lack of pharmaceutical experience and described the move as "purely opportunistic." Mr Makins said he knew "as little about pharmacy as about steeplejacking" — but said he would not be running the company. "Macarthys would revert to being another investment, and the man we have in mind is extremely capable of running the business."

There has been Press speculation that Govett may, in the last resort, convene an extraordinary meeting with a view to ousting the existing board. Mr Slow believed this to be, at present, unlikely, and commented: "Even with 29 per cent they could have convened an extraordinary general meeting to change the management, if that was their sole purpose."

A formal offer should be issued by Jadelle — whose bid is called "inadequate" by Macarthys — within the month. And Macarthys' financial results are due on January 21. The company's shares stood at 278p as C&D went to press.

Glaxo office in £45m revamp

Glaxo are investing £45m in a redevelopment of their West London office complex.

The management of the project has been handed over to Taylor Woodrow, and plans for the 23 acre site at Greenford include the demolition of 18 buildings and the construction of six replacements. The rest of the site will be refurbished.

A major part of the work is the installation of environmental services to control the atmosphere and temperature. Glaxo expect the project to be finished by 1990, and say their business operations will go on throughout the redevelopment.

■ The proposed acquisition by Storehouse plc of Habitat Mothercare and British Home Stores is not to be referred to the Monopolies and Mergers Commission under the provisions of the Fair Trading Act 1973.

Cheque cards without holograms are now invalid — not those with holograms (Barclaycards are excepted) (Business News, p25, last week). Next time we'll check and cheque again.



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Wellcome talks on publicity

Wellcome have still to reach a final decision on how to allocate their £500,000 publicity budget in the run-up to their public flotation.

Over half the amount must go on national Press advertising of the prospectus — a legal requirement for stock market entry. But as C&D went to press, Wellcome chiefs were meeting to discuss the need to heighten their corporate image among the institutional investors — the main targets for the share launch.

Valin Pollen, Wellcome's advertising agents, say corporate advertising would be informative, dealing with the Wellcome philosophy and international strength rather than past profit records.

Wellcome are to appoint an equal opportunities manager and take further steps to safeguard women workers' rights,

after an independent survey recommended 76 changes to reduce discrimination (according to *The Guardian*). The ASTMS is summarising the survey, to be available to all pharmaceutical industry officers.

Flashy awards

Kodak's October gold award went to a mini-lab — the second to win the award in 1985.

One Hour Foto of Maidstone took the quality award, and in the 'silver' category were Colorama Processing Laboratories Ltd, Grunwick Processing Labs, Regency Film Service and R.H. Williams.

Park Systems and Park Printing are moving to new larger premises, at the end of January. Part exchange allowances on both typewriters and computer equipment will be maintained throughout 1986, as will the 14 day free trial offer.

The new address is:- 41 Parliament Street, Liverpool L8 5RN.

Schering form UK holding co

Schering AG have established a new holding company for their UK operations.

Schering Holdings Ltd — based at Hauxton near Cambridge — will be made up of FBC Ltd, Schering Chemicals Ltd and REWO Ltd. FBC chairman Terry James is chairman and chief executive of the holding company, with Dr Christian Bruhn, Dr Klaus Pohle, Sir Jock Taylor and Mr Mike Wallace appointed to the board.

Following his purchase of a majority stake in Sangers Photographic (C&D November 30, p1031), Jeremy Pearce was obliged by the City takeover code to make other shareholders an offer. This was at his bid price of 40p a share. The shares now stand at 85p (Monday) on the open market. There were no takers and the offer has lapsed.

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COMING EVENTS

Celltech double turnover

Celltech doubled their turnover to £3.8m in 1985, while losses were reduced from £1.9m in the previous year to £1.4m.

Chairman John Jackson says this trend is expected to continue and should result in the company becoming profitable during 1987. Last year Celltech earned the Queen's Award for Technological Achievement and was granted the first licence by the USA Food and Drug Administration's office of biologics for the bulk production of monoclonal antibodies in cell culture.

The healthcare division increased its revenues fourfold over 1984 by meeting the goals agreed with its pharmaceutical partners, such as Sankyo and Serono Laboratories Inc. Biologically active human calcitonin, a potential treatment for osteoporosis and Paget's disease, has been produced, and production scaleup of tissue plasminogen activator, for dissolving blood clots, was started in 1985. Scientists have cloned the gene for tumour necrosis factor and made major progress with macrophage activating factor, which kill certain cancer cells. MAF also has antibacterial activity.

Development work on human growth hormone has been completed and Serono have started clinical trials with material supplied by Celltech.

Boots-Celltech Diagnostics have launched 10 diagnostic kits and are well on course to achieving profitability, says Mr Jackson.

New names at Arnolds

Arnolds Veterinary Products, suppliers of veterinary instruments, and **Dales Pharmaceuticals**, the veterinary drugs manufacturer — both owned by Macarthys — have combined under the Arnolds name.

Willington Medicals, still part of the Macarthys Group, operate a veterinary wholesale service independently.

A new board of directors for Arnolds has been appointed, with Allen Thompson, MPS, as managing director, John Willett as financial director and Bob Auld as marketing director. John Verrall, MPS, former managing director, has been appointed director of research and development for the Macarthys Group.

Monday, January 13

Southampton & District Branch, Pharmaceutical Society, postgraduate medical centre, Southampton General Hospital at 7.30pm. Dr Roles on "Aspect of paediatric therapy."

Plymouth and District Branch, Pharmaceutical Society, board room, Derriford Hospital at 8pm. N.J. Habermehl on "contact lenses."

Tuesday, January 14

Harrow and Hillingdon Branch, Pharmaceutical Society, clinical lecture theatre, Northwick Park Hospital at 7.30pm. Mr Adrian Shalford on "collaboration between community and hospital pharmacy."

Leicestershire Branch, Pharmaceutical Society, Leicester Royal Infirmary, postgraduate medical centre at 8pm. Dr Tony Moffat, Home Office Forensic Science Lab, on "A Pharmacist in forensic science."

South West Metropolitan Branch, Pharmaceutical Society, lecture theatre B, St George's Hospital Medical School SW17 at 7.15pm. "Asthma." Joint meeting with BMA local branches.

West Metropolitan Branch, Pharmaceutical Society, Great Western Hotel, Paddington W2, at 6.45pm. Mr A. Crabbe, Welsh Executive, on "Computers — their use in community pharmacy." Refreshments.

Wednesday, January 15

Stirling and Central Scottish Branch, Pharmaceutical Society, Park Hotel, Camelon Road, Falkirk at 8pm. Ms V. Paterson, Drugs Training Project, Stirling Hospital on "Drug Abuse."

Barking and Havering Branch, Pharmaceutical Society, lecture theatre, May & Baker Ltd, Rainham Road South, Dagenham, Essex, at 7.30pm. Dr W. Moffett, head of the Drugs Toxicology Branch, Metropolitan Police Forensic Science Laboratories on "Police forensic scientists." Refreshments are available before the meeting.

Thursday, January 16

Dundee & Eastern Scottish Branch, Pharmaceutical Society, lecture theatre 3, Ninewells Medical School at 7.30pm. Dr R.A. Clark, Consultant Physician, Kings Cross Hospital, Dundee on "Oxygen concentrators and nebulisers."

Halifax and District Branch, Pharmaceutical Society, postgraduate medical centre, Halifax General Hospital at 7.30pm. Mr B. Halliwell on "Adventurous wine buying." A charge of £1.50 will be made to cover the cost of sampling the wines.

Friday, January 17

Slough and District Branch, Pharmaceutical Society, Walton Cottage Hospital, Maidenhead at 7.30pm. A working dinner with Colin Hitchings, council member, Pharmaceutical Society.

Advance information

Chiltern Region, Pharmaceutical Society, Oxford, Polytechnic on Sunday March 2, 10am to 4.30pm. Annual conference "Paediatric nutrition and medication." Fee £5 includes lunch and refreshments. Further information from Janice Fuller, regional secretary, 10 Tudor Close, Old Town, Stevenage, Herts SG1 4DB.

TRADE FAIRS & EXHIBITIONS

The World of Private Label, Paris, February 24-26. The first international own brand trade show. Contact **Daphne Coates or Geoffrey Hollows, Precision Marketing International Limited, Grafton House, 102-103 West Street, Farnham, Surrey GU9 2EN** (tel: 0252 712444).

Retail Profitability, Royal Garden Hotel, London, February 26-28. Convention on software and services to improve profitability incorporating Retail Communications and The Retail Software Forum. Fees £450. Contact **Sue Campbell, The Retail Management Development Programme, 61-63 Ship Street, Brighton, Sussex BN1 1AE** (tel: 0273 722687).

Neighbourhood Retailing, Novotel London, Hammersmith, London, March 2-4. Britain's first exhibition and conference aimed specifically at the convenience trader and the independent retailer. Contact **Campaign Communications, Kelsey House, High Street, Beckenham BR3 1AN** (tel: 01-658 0131).

Exshop '86. The Retail Environment, interior design & display exhibition, NEC, Birmingham, March 2-5. Includes "Security focus". Contact **Batiste Exhibitions & Promotions, Pembrokeshire House, Campsbourne Rd, London N8 7PE** (tel: 01-340 3291).

National Hair & Beauty Fair, Britannia Adelphi Hotel, Liverpool, March 8-10. Contact **Len Beaumont, National Hair & Beauty Fair, Trade Promotion Services Ltd, Exhibition House, Warren Lane, Woolwich, London SE18 6BW** (tel: 01-855 9201).

Britchem — The British Chemists Exhibition, National Exhibition Centre, Birmingham, March 9-10 in Hall 6. Aims to present the complete spectrum of OTC products. Contact **Jack Jones, Tabcon Marketing Ltd, 308 Seven Sisters Road, London N4 2AG** (tel: 01-802 4258).

Guild of Hospital Pharmacists Weekend School, London April 4-6. "Immunology." Details from **Tim Honley, Administrative assistant, ASTMS, 76 Camden Road, London**.

Consumer Congress '86, Newcastle University, April 11-13. Contact **Wendy Toms, National Consumer Council, 18 Queen Anne's Gate, London SW1H 9AA** (tel: 01-222 9501).

Norchem '86, G-MEX Exhibition Centre, Manchester, April 20-21. The Northern retail chemists exhibition. Contact **Trades Exhibitions Ltd, Exhibition House, Spring Street, London W2 3RB** (tel: 01-262 2886).

Cosmoprof '86, Bologna, April 25-28. Exhibition of perfume and cosmetics. Details from the **Cosmetic, Toiletry and Perfumery Association, 35 Dover Street, London W1X 3RA** (tel: 01-491 8891).

Westchem '86, Exhibition Centre, Bristol, May 11-12. The west and Wales retail chemists exhibition. Contact **Trades Exhibitions Ltd**, address as above.

Scotchem '86, MacRobert Pavilion, Edinburgh, May 18-19. The Scottish retail chemists exhibition. Contact **Trades Exhibitions Ltd**, address as above.

AIM UK '86, The London Novotel, Hammersmith, May 20-22. A three-day conference of bar code and other automatic

identification technologies. Contact **AIM UK, The Old Vicarage, Haley Hill, Halifax, West Yorks HX3 6DR** (tel: 0422 59161).

Colipa, Copenhagen, June 5-6. The 1986 General Assembly of the European Cosmetics, Toiletry and Perfumery Manufacturers' trade association. Contact **CTPA, 35 Dover Street, London W1X 3RA** (tel: 01-491 8891).

Shopex International '86, Olympia, London, June 8-12. Covers the whole spectrum of techniques in promotional display, including product related display shelving, posters, graphics, animated displays, signs and display props. Contact **Gillie Gray, AGB Communications Ltd, Clerks Court, 18-20 Farringdon Lane, London EC1R 3AU** (tel: 01-251 5251).

Christmas Beauty Fair, Mount Royal Hotel, Bryanston Street, Marble Arch, London, July 6-9. Theme "Live Show" with demonstrations galore. Further details from **Martin Cooper, exhibition organiser, Martin Cooper Gifts and Beauty Products, Dutch Cottage, 131 London Road, St Albans AL1 1TA** (tel: 0722 66917).

46th International Congress of Pharmaceutical Sciences (FIP), Finlandia Hall, Helsinki, September 1-5. Details from **FIP Secretariat, Alexanderstraat 11, 2514 JL The Hague, The Netherlands**.

International Workshop in Vitro Toxicology, Crieff Hydro, Perthshire, September 8-12. Proposed papers and posters on general cytotoxicity, hepatotoxicity, nephrotoxicity, etc validation and use of new methods. Contact **Dr Moy Dawson, Department of Pharmacy, University of Strathclyde, Glasgow G1 1XW**.

British Pharmaceutical Conference, Jersey, September 22-25. Contact **S. Southwell, Pharmaceutical Society, 1 Lambeth High Street, London SE1 2JN** (tel: 01-735 9141).

IFSCC Congress, Barcelona, Spain, September 16-19. Cosmetic Science: New Trends on Research and Technology. Contact general secretary, **XIV Congress IFSCC, 18-26 Jorge Girona Salgado (Str), Edificio Juan de la Cierva, 08034-Barcelona, Spain**.

1986 Eurocophar International Conference, Tara Hotel, Kensington, London, September 28. Contact **Jackie Jones** (tel: 01-723 3444) or **David Walker** (tel: 01-391 2323).

EPoS '86, Barbican Centre, London, October 7-10. Exhibition and conference. Contact **Jackie Ball, The Retail Management Development Programme, 61-63 Ship Street, Brighton, Sussex BN1 1AE** (tel: 0273 722687).

The European Society of Clinical Pharmacy Symposium, Hotel Estoril-Sol, Cascais, Lisbon, October 22-25. Undergraduate and postgraduate education. Contact **15th Simposio Europeu de Farmacia Clinica, Ordem dos Farmaceuticos, Rua Sociedade Farmaceutica, 18 1199 Lisboa Codes, Portugal**.

Interphex '86, Metropole Exhibition Centre, Brighton, November 26-28. Deals exclusively with all aspects of pharmaceutical and cosmetics production. Contact **Kay Williamson** (tel: 01-891 5051).

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For application form and job description please contact the Personnel Department, Edgware General Hospital, Edgware, Middlesex. Tel: 01-952 2381 ext 208. Closing date is 27th January 1986

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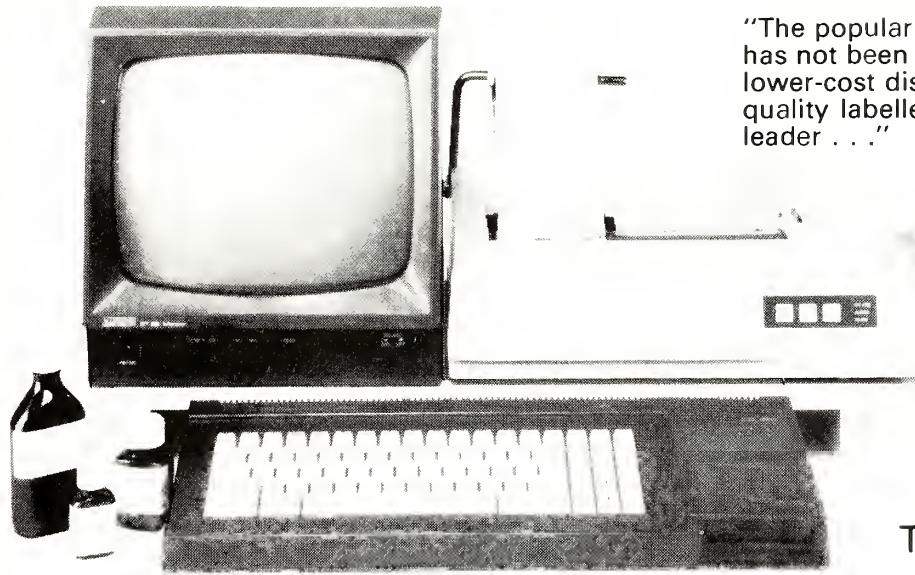
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Former C&D publisher dies

John Wheeler, FPS, former publisher of *Chemist & Druggist* from 1966 to 1969, died suddenly just before Christmas.

He served his apprenticeship with Boots, qualifying in 1944. He joined C&D as assistant publisher in 1959.

He joined the Association of the British Pharmaceutical Industry in 1970 as an executive officer, and later became manager, training and commercial services. He was secretary of the Commercial Affairs Committee, and was closely involved with the examination for medical representatives.

Our sympathies are extended to his wife Cesi, son and two daughters.

The following tribute comes from past and present C&D staff who were his contemporaries:- The death of John Wheeler has come as a great shock to his former colleagues at C&D, several of whom had received Christmas cards which must have been penned but days before his passing.

John was one of those unassuming but quietly efficient men with whom it was a pleasure to work. He always had — or made — time for others, but behind the gentle voice was an agile mind capable of clear and deep consideration of issues and problems.

John brought C&D experience of retail, hospital and industrial pharmacy, and with the then publisher, the late Alan Shepherd, and representatives J. Foster Firth and Peter Nicholls, he was part of the strong advertising team which helped C&D through a difficult period for the trade Press. After taking over from Alan Shepherd in 1966 he continued the traditions of market service set by his predecessors and it was therefore with sadness that only three years later he resigned his post after a disagreement with Morgan-Grampian — who owned C&D at that time.

Exam success

Six pharmacists have passed the 1985 Part II examination of the College of Pharmacy Practice and are now qualified for practitioner membership.

The six are: Mrs Jean Curtis of Bishop's Stortford, Mr Paul Edward Glodkowski of Bristol, Mr Brian Godfrey of Leicester,



Norman Thomason, former marketing director of Reckitt & Coleman's pharmaceutical division, was married last month to Miss Betty Earnshaw, who recently retired as chief civilian nursing officer, Ministry of Defence. The cake was cut with a Dettol sword — Betty won the Dettol Nursing Award in 1977. The couple plan to spend their retirement in Beverley

However, John never lost his interest in C&D and remained a true friend to the paper and its staff. Indeed, he had only recently visited Tonbridge to inspect the C&D Price Service computer and to discuss pharmaceutical industry computerisation, about which he had gained wide knowledge as the ABPI's commercial services manager. For Peter Nicholls (now advertisement manager) and Ron Salmon (C&D publisher), the visit provided an opportunity to learn from, and reminisce with a friend of long standing. It is how we knew him, and how we will remember him; he will be sadly missed.

A colleague from the ABPI writes:- John will be missed not simply as an expert in his field but also as a totally caring and compassionate individual. His professional performance won for him the respect of his colleagues at the Association and of those in its member companies. His personal attributes were equally outstanding and he was noted for his depth of sympathy and understanding. He consistently put others before himself, seeking to serve all as an executive and a friend. In both roles he acquitted himself admirably.

Mrs Jean Griffiths of Norwich, Mrs Carol Ann Sutters of Enfield and Miss Lesley Robins of Birmingham.

The 13 candidates who were successful in the Part I examination were: Miss A.J. Basey, Miss J. Boncey, Mr P.M. Cooke, Mr M.A. Culshaw, Mr J.P. Hampson, Mr S.A. Langford, Mr G. Lewis, Mrs E.M. Loveless, Miss A.T. McGettigan, Mrs A.G. Riley, Mr M.J. Rowland, Mr M.J. Stephens and Mr P.J. Welsby.

Full-timer at the CCP

Miss Rosemary Mitchell, a social sciences graduate has been appointed full-time administrator of the College of Pharmacy Practice.

Miss Mitchell graduated in 1958 from Birmingham University and began her career in an industrial personnel department. From 1964 to 1984 she was a senior administrative assistant in the Aston University Registry.

She takes up her new post on February 3 and will be working from the Society's headquarters at Lambeth until the College moves into its own offices later in the year.

Astec Pharmaceuticals have appointed two new representatives; Mr Frank Pinder, who used to have a chemists' sundries business in Manchester, takes Greater Manchester and Merseyside, and Ms Karen Holmes, formerly an ethical representative with Eli Lilly, will cover Leeds, Bradford, Sheffield and Doncaster.

Chesebrough-Ponds Ltd: The health and beauty aids division has been restructured. Julie Banfield and Mujib King are now group product managers — they are replaced by Gaye Myatt and Toni Hilton, who become product managers (not as previously stated in C&D December 14).

Smith & Nephew Associated Companies plc: Mr Kenneth Bradshaw has retired from the post of a director and deputy chairman. Mr Dennis Robbins has also reached his retirement date after 28 years' service as a director of the parent company. Michael J. Kiely and Terry F. Winter have been appointed directors.

Past blasts

"Wretchedness in Wrexham," a tale of seasonal misery written by a pharmacist's son for a 1934 C&D got an airing on Radio 4 last month. "Father was a large and flatulent man," begins Ronald Knox More, "His twin pursuits were beekeeping and rat-poisoning." The beauty of the prose, if not the subject matter could have won the long-suffering son critical acclaim, said the announcer — if only C&D's circulation had been bigger then.



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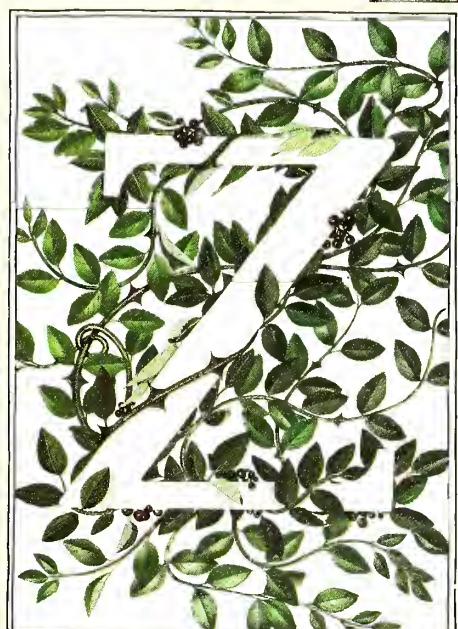
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